

*ANDHRA PRADESH HUMAN
RESOURCE DEVELOPMENT INSTITUTE
GOVT. OF ANDHRA PRADESH*



A.P. ECONOMY & CULTURE

Topics to be covered

AP Economy

AP Culture

Impact of culture on the economy

ANDHRA PRADESH HISTORICAL BACKGROUND

- ❖ A.P History takes place in the vedic period "ANDHRA" was mentioned in Sanskrit epics such as 'Aitareya Brahmana' (800BC E)
- ❖ Word Andhra located between rivers Krishna, Godavari was a part of Samrat Asoka's kingdom 'Mahajanapadha'
- ❖ The existence of the word Andhra is littered in Ramayana, Mahabharata and in other purana's (Megastanis Greek Ambassador of Chandragupta Mourya)

Pre Independence

- ❖ A.P was ruled by so many dynasties like Satavahanas, Ikshvakus, Pallavas, Vishnukudinas, Vijayanagara Emperors, Chalukyas and Kakatiyas
- ❖ Later become part of Mughal Empire, subsequently went into the hands of British

AT THE TIME OF INDEPENDENCE & AFTER

- ❖ Telugu speaking people were distributed in about 22 districts.
- ❖ Potti Sri Ramulu died for his state hood after 58 days of fasting (15th Dec - 1952)
- ❖ 1st October - 1953, 11 districts in Telugu speaking portion of Madras state (Coastal Andhra and Rayalaseema)
- ❖ Andhra State was formed with Kurnool as Capital.
- ❖ Andhra Kesari Tanguturi Prakasam Pantulu was the 1st Chief Minister

At the time of Independence & after

- ❖ Formation of Visalandra
- ❖ Andhra and Hyderabad AP states were merged to form AP state on
- ❖ 1st November 1956, with new capital Hyderabad
- ❖ "Small states have more accountable governance"-based on this norm
- ❖ Evolution of Multiple Telugu states taken place.
- ❖ Indian parliament approved the creation of two states from Andhra Pradesh as Telangana state with 10 districts and Andhra Pradesh state with 13 districts on 2nd June -2009.

CHARACTERISTIC FEATURES OF AP

ECONOMY IN BRIEF

- ❖ 8th largest state (area) in India
- ❖ 4.96 percent of the area of the country
- ❖ Geographical Area - 160.21 lakh hectares
- ❖ Population - 4.96 crore (2011) (10th populous state)
- ❖ 4.10% of country is population
- ❖ 40.95% cultivable land
- ❖ 21.81% forests (in Geographical area)
- ❖ Endowed with rich natural resources.
- ❖ 2nd largest coast line after Gujarat (974 kms)
- ❖ Major rivers Godavari, Krishna and Tungabhadra
- ❖ Largest City - Visakhapatnam

State Gross Domestic Product (SGDP)

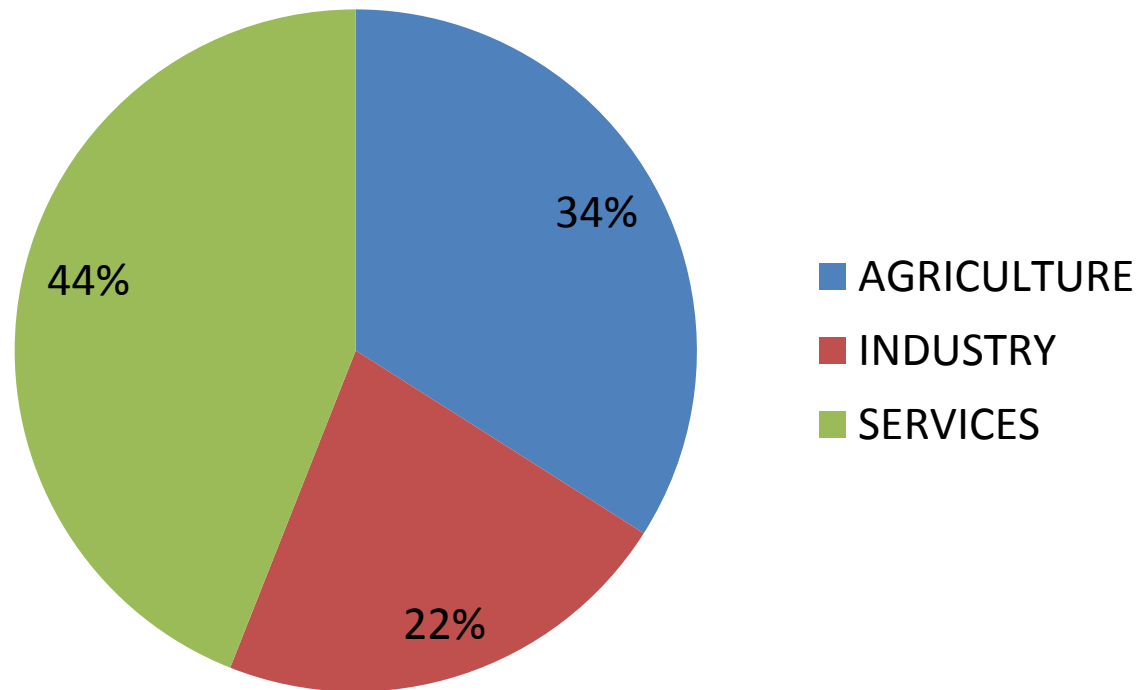
Per Capita Income (PCI)

- SGDP - 2016 -17 - Rs. 5,47,021 (2011 - 12 Prices)
 - 2018-19 - \$ 130 million
- P.CI - 2016 -17 - Rs. 1,22,376
 - 2018-19 - Rs. 1,42,054 (Improving living standards) 16th Rank in India
- Viskhapatnam - high PCI
- Srikakulam – low PCI

Trends of Population

- Total population - 4.96 crore (2011)
- 4% in India's population
- Density of Population - 304 (per sqm)
- Highest - Krishna (518) lowest Kadapa (188)
- Male female ratio (997/1000) -2011

Sectoral composition GSDP (Recent Estimates)



Unemployment Rate

labour by occupational structure

- 68th round of NSSO estimates (2011 -12) the unemployment rates (labour force participation rate) (the number of persons in the labour force per 1000 persons)
- Rural unemployment - 12
- Urban unemployment - 43
- Agriculture - 55%
- Industry - 10%
- Services - 35%

Poverty

- Innovative poverty alleviation programs like houses, subsidized rice, DWACRA, Old age pensions, Health Insurance Schemes.
- BPL people - 9.2% (2011-12) estimates

Health Sector

- Life expectancy - 64.4 years
- MMR - 110/10000 live births
- IMR - 39/1000 live births

Education

- Literacy Rate - 67.35% (2011)
- Male - 74.77%
- Female - 59.96%
- Education to all, Midday meals programme
- Girls Hostels
- Sarva shiksha Abhiyan
- JKC
- Technical and professional education

Environment

- Second largest coast line
- 9th place in India - relating to forest cover
- Environmental protection programmes
- chettu meeru
- Non conventional Energy
- Vanamahotsava
- Wildlife conservation
- Project Tiger
- Environment Education

Sector wise details

- Agriculture

- State is identified as the rice bowl of India
- Agriculture play crucial role
- 62.36% labour depending on Agriculture sector for their lively hood.
- Area sown more than once - 26% of net sown area
- Area under food crops - 26.36 (lakh hectare)
- Major crops - Rice, Jowar, bajra, maize, red gram, sugarcane, groundnut, tobacco
- Irrigation - blessed with major rivers, Godavari, Krishna, Tungabhadra, Penna, Vamsadhara
 - lakes and reserviors
 - Tanks, wells, canals
- Average size of land holdings - 1.6 hectare
- Institutional credit sources - 61%
- Non institutional credit sources - 38%

Industrial Sector

- Developed due to wide variety of natural resources, longest coast line, infrastructure, communication system, expert Technical field, wide market opportunities.
- APIIC, SEZ's, Industrial Corridors
- Employment - 10%

Services Sector

➤ Irrigation

➤ Power

➤ Transportation-

Roads, Railways, Water ways, Air ways

➤ IT / Software Industry

➤ Tourism

➤ Banking

➤ Insurance

ANDHRA PRADESH
CULTURE

CULTURE

- The way of life, especially the general customs and beliefs of a particular group of people at a particular time.
- Andhra Pradesh is a melting pot of varied cultures
- Region which has been governed by different dynasties and empires

Religion and philosophy

- Andhra Pradesh is a home to Hindu saints of all castes
- Potuluri Veerabrahmam - Viswa Brahmin
- Sri Satya Sai Baba
- Swami Sundara Chaitanyanandaji

Pilgrim places

- Tirumala Tirupathi - Lord Venkateswara
- Simhachalam – Narasimha
- Srisailam - Lord Shiva (one of the Jyothirlingams)

Festivals

- Vinayaka Chavithi - Starting of Telugu festivals
- Srirama navami – Ending of Telugu festivals

Cultural Institutions

- Archaeological Museum at State capital, Amaravathi
- Visakha Museum - History of pre independence Madras Presidency
- Victoria Jubilee Museum in Vijayawada ancient collection of sculptures, paintings idols, weapons, cutlery

Cultural Elements

- Yenki patalu - (songs) by N. Subba Rao
- Budugu (cartoons) - by Mullapudi
- Songs - by Annamayya
- Avakaya - pickle with Mango
- Gongura pickle - Andhra Matha
- Atla tadde - seasonal festical (for Teenage girls)
- Dudu basavanna - harvest festival Sankranthi

Architecture

Two distinct Architectural Traditions

(a) Traces back to the building of the city of Amarvathi under Satavahanas (inscriptions and religious themes)

(b) Second Tradition draws on the enormous granite and limestone reserves of the region reflected in various temples and forts built.

- Telugu has a rich and deep literary culture
- Nannaya; Tikkana; Yerra Pragada;
- Srinadha; Tarigonda Vengamamba

"Italian of East" –TELUGU

- C P Brown
- Sri Sri ; Viswanadha Satyanarayana
- Bamma Potana is from Vontimitta (Kadapa) translated Sri Bhagavatam (Vedavyasa - Sanskrit) into Sri Madandra Maha Bhagavatamu
- Sri Krishna Devaraya - Desabhashalandu Telugu lessa
- Yogi Vemana - satakas
- Chalam, Dr. C. Narayana Reddy

Cuisine

- Cuisine of AP includes
- Bandaru - laddu
- Avakaya, Gongura, Pulusu, Pappu, Charu, Jonna kudu, Ragimudda.
- Bobbatlu, Kaja, Arisa, Poothareku,
- Spices, Fruits and Vegetables, dry fruits.

PERFORMING ARTS

Grammar of sound - Annamayya, Tyagaraja

*AP AS MOTHER OF ALL MODERN
MUSIC*

DANCE

- Kuchipudi - ancient art of Bharathanatyam (AP's classical dance)
- Performed by men and women
- Kuchipudi is the state's best known classical dance forms of A.P.

FORMS OF DANCE

- Various dance forms that existed through the states history are
- Chenchu Bhagotam
- Kuchipudi
- Bhama Kalapam
- Burra katha
- Veera natyam
- Butta Bommalu
- Dappu
- Tappeta Gullu
- Dhimsa
- Kolatam

- Many legends of the carnatic music including two among of trinity of carnatic music
- Thyagaraja
- Syama Sastri
- Annamacharya
- Kshetrayya
- Bhadrachala Ramadasu
- Folk song also popular in the rural areas

MOVIES

- Since 1909, Raghupathi Venkaiah Naidu (Father of Telugu Cinema) was involved in producing short films
- 1921 - Silent film BHISMA PRATIGNA
- 1st film studio was built in Rajahmundry in the year 1936
- PATALA BAIRAVI was only South Indian film screened at 1st India International Film Festival held in Mumbai on 24th Jan - 1952

- AP is home to some of the finest historical cloth making, fashion and dying traditions of the world.
- Golconda mine is the mother of the numerous gems such as Kohi-Noor and hope diamond.
- Half saree, sarees made in Kalamkari Bidri, Nirmal paintings, weaves from Pochampalli, Gadwal, Venkatagiri.
- Vaddanam, Aravanke Kasulaharam, Buttalu, are fine examples of ancient tradition of jewelry

CUSTOMS AND TRADITIONS

- Muggulu - entrance of the house with white rice powder lime stone powder - special occasions coloured powder (rangoli)
- Ugadi - Telugu new year - cow dung with water and sprinkle it on the ground in front of their houses
- Marriage - Mangala snaanam - Aarti - Ganesh Gowri puja - Kanyadanam - Jeelakarra Bellam - Maduparkam - Sumangali - Saptapadi - Sthaali paakam

Andhra Pradesh State official symbols

- ❖ State bird - rose ringed Parakeet (parrot)
- ❖ State tree – Neem (Vepa)
- ❖ State Animal - Bock buck (Krishna Jinka)
- ❖ State flower – Jasmine
- ❖ State Song – Maa telugu thalliki
- ❖ State official language – Telugu
- ❖ State symbol – Poorna kumbam

GEOGRAPHICAL INDICATION (GI)

- GI tag is name or sign used on certain products which correspond to specific geographical location or origin.
- It is use for agricultural, natural, manufactured goods
- Having special quality and established reputation.
- Required edge in global market
- Violating of GI Tag is punishable .
- 10 years validity – renewal is needed

GI Tag given in Andhra Pradesh

- -Bandar Laddu
- -Banginapalli mango
- -Bobbii veena
- -Brass craft
- -Dharmavaram sarees
- -Guntur Chili
- -Kondapali Toys
- -Mangalagiri sarees
- -Pedana kalankari
- -Tholubommalata
- -Srikalahasti kalamkari
- -Tirupathi laddu
- -Uppada Jandani Sarees
- -Venkatagiri Sarees

IMPACT OF CULTURE ON THE ECONOMY

CULTURE WIDEN'S MIND AND SPIRIT

- Literary - Traditional society of our country get chronological events
- Handloom weaving - Saree, Kurta, Blouse, Venkatagiri, Dharmavaram, Uppada,
- G.I REGISTRATION- Gadwal, Kalankari
- Fairs and festivals - economic development
- Tirunaala-prabhalu, Hindu festival, - Muslim Festival - Christian festival
- Bramhotsavam (nine days) chandanostvam, Kite festival
- Handicrafts - creative impulse providing means of lively hood
- Visiting heritage places - enhances

Spirituality

Relaxation

Satisfy curiosity

Discover themselves

- Gastronomy - break fast lunch, dinner, balanced diet

THESE THINGS PROMOTE

- Employment
- Production
- Income generation
- Creative thinking
- Growth of the economy
- Rural development
- Attachment
- Love and affection
- Peace and happiness

*“If the facts don't fit the theory,
change the facts.”*



Thank you