

## **Sammakka and Sarakka Tribal Jatara in Telangana Region**

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### **INTRODUCTION**

The four day long, Sammakka&SarakkaMedaramJatara is the largest tribal fair of India. It is celebrated once in two years at Medaram village in Warangal district of Andhra Pradesh. Medaram village is situated about 100 km away from Warangal city, amid dense jungles. Sammakka&SarakkaMedaramJatara attracts millions of tribal from different states of India like Orissa, Madhya Pradesh, Maharashtra and Chhattisgarh Many a pilgrim pay their promises made to goddess during the Jatara, by offering Jaggery, calf, coconuts and donations in cash etc. Pilgrims bath in the Jampannavagu stream to be purified and absolve from sins.

Sammakka&Sarakka festival is one of the greatest rituals for all tribal in more than 3-4 surrounding state of Andhra Pradesh. Being one of the largest Tribal festivals in the world the government fail to organize the Jatara successfully. Fail to learn from experiences the authorities are failed to maintain congenial environment for tourists. The rate of communicable diseases is more in this area because of non-hygienic surroundings.

**Table 1.I**  
**Gender wise respondent**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Male	61	40.7
Female	89	59.3
<b>Total</b>	<b>150</b>	<b>100.0</b>

*Source: Primary data*

As per the output of table the visitors of Sammakka&Sarakka Temple have been categorized as male and female. Where female pilgrims are 59% and remaining 41% occupied by male pilgrims for the data collected.

However, equal numbers of people are visiting the temple. There is no much discrimination of gender. Since it is considered as female deity but equal numbers of men are also visiting the Sammakka&Saarakka festival.

Therefore, it can be considered that it is attracting the people;and it is suggested to the government of India and AP to establish Amusement parks to attract the children as leads to increasing the income of the temple as well as providing facilities to the tourists

**Table No. 1.2**

**Age wise respondents**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Less then-20	29	19
21-30	16	11
31-40	41	27
41-50	44	27
Above 50	30	29
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

The above table indicting that most of the visitors in the Tribal fest is very aged people, where more than 50 years aged people are grabbing 29% share from the total visitors followed by 27% share of 31-50 age

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group. The aged less than 20 years also contributing more with 19% share of the visitors. The least preference given by 21-30 years with only 11% are visiting the festival.

The result revealed that most of the visitors at tribal fest are above 40 aged people who are offering their gifts to the devotees and worship the idols for betterment of their family members and relatives

**Table No.1.3**

**Profile of respondents occupation wise**

Category	Frequency	Percentage
Government Employees	29	19
Private employees	26	17
Professionals	19	13
House Wives	56	37
Students	20	14
<b>Total</b>	<b>150</b>	<b>100</b>

*Source: Field Survey*

By profession the Tribal fest visitors indicating that most of them are house wives by grabbing 37% of total share out of 150, followed by government employees with 19% and next private employees with 17%. The student contribution is good with 14% share from the total part. The least categorizes people are software professional and accountant with 13% each respectively and the.

As the total indication the house wives are visiting a lot the festival along with the student children and the government employees got more trust on the devotees who are visiting the festival with second priority share. The business people and accountant and software employees are least bothered for this fest due to time and distance from the main cities.

**Table No 1.4**

**Annual Income wise Classification of Respondents (Rs in Lakhs)**

Category	Frequency	Percentage
0- 1,00,000	88	61.6
100001 -2,00,000	41	26.2
2,00,001-more then	21	13.2
<b>Total</b>	<b>150</b>	<b>100.0</b>

*Source: Primary data*

The above table reveals that the earning of visitors is less than Rs 1 Lakh and at Sammakka&Saralka festival. The visitor's income indicates that most of them are poor people occupying 62%, followed by middle income people and high income people with 26 % and 13% respectively.

Therefore, it can be Conclude that of all the Categories of visitors Lowes income group Constituting 61.6% and the visiting the festival this can be attributed. Themselves respondents' downtrends people attracting same social background.

Therefore, it is reiterated that, if government provides more fund and facilities in the fest, all income level people will be attracted automatically to the festival.

**Table No.1.5**

**Purpose of visiting**

Tourists are asked to state the purpose of visiting the Sammakka&Saralka festival and the results are presented below.

Category	Frequency	Percentage
Darshan	68	45
Offering	56	37
Utsav	24	16
Others	2	1

<b>Total</b>	<b>150</b>	<b>100</b>
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*Source: primary data*

About 45% of the people are visiting the temple for darshan followed by 37% are visiting to fulfill their offers, 16% are visiting for the sake of utsavs and the remaining are visiting for other purposes.

It is suggested that the Jaggery is made available to the tourists and public hundi are to be established at different places it is a major source of revenue to the temple. As the temple gets good revenue from the visitors it can take up very good activities for the visitors of the temple in future.

**Table 1.6: Total variance table values**

Statements	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.331	21.195	21.195	2.331	21.195	21.195
2	1.644	14.943	36.137	1.644	14.943	36.137
3	1.370	12.454	48.591	1.370	12.454	48.591
4	1.016	9.234	57.826	1.016	9.234	57.826
5	.927	8.430	66.256			
6	.786	7.144	73.400			
7	.696	6.323	79.723			
8	.619	5.629	85.352			
9	.584	5.308	90.660			
10	.570	5.182	95.842			
11	.457	4.158	100.000			

*Source: Primary data*

Extraction Method: Principal Component Analysis.

Total variance table indicates that the study filtered with 5 factors (where Eigen value is more than 1) and the variance is 58 %, which indicates nearly 32% of other factors (like festival season, children examinations, and leave availability for employees) are influencing the Tribal festival for attracting tourists.

**Table No.1.7  
Rotated Component Matrix<sup>a</sup>**

Statements	Component			
	1	2	3	4
Free Darshan	.568	.019	-.537	<b>.580</b>
Free Kalyanam	.402	-.474	.349	.373
Free Accommodation	.420	.417	-.041	-.556
Free Prasadam	.221	.602	<b>.434</b>	.222
Free Meals	.460	<b>.620</b>	-.505	.523
Free Medical Aid	<b>.596</b>	-.284	.204	-.353
Free Info, Guide Availability	.457	-.063	.299	.074
In Ustav				
Free Foot stand	.583	.432	-.221	-.031
Free Brochures	.557	-.368	-.110	-.224
Others	.195	.641	.199	.231

**Source: Primary data**

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

The above rotated component matrix indicate that out of 11 factors only 4 factors are highly influenced for Eco Tourism tourist.

**Table NNo.1. 8**  
**Influenced factors**

S.No	Influencing Factors
1	Free Medical Aid (0.596)
2	Free Meals (0.620)
3	Free Prasadam (0.434)
4	Free Darshan (0.580)

**Source: Primary data**

From the Factor analysis the study revealed that most of the visitors want free medical aid followed by free meals at Utsavam, Prasadam and Darshan are the top influencing factors for visitors.

It is suggested to the local authorities that if proper medical facilities provided in the festival along with free meals from the festival fund to poor devotees, the organizers can get more number of visitors for the fest. Further ayurvedic plants, medical plants & medical stones are hugely available with tribal professional.

Therefore, it is suggested that the Government of India and Government of Andhra Pradesh at should establish the free stalls to the tribal who are selling the medical plants.

**Tribal Environment:**

Majority of the tribal people of Mulugu and Eturunagaram region at the time of independence were still at the phase of dependence on natural economy when the region was blanketed with dense forest. To-date, there was no major development of infrastructure and irrigation facilities in the region. As a result, most of the forest has disappeared or degraded while considerable number of non-tribal people settled in this region and their style of living, culture, etc. had their impact on the ethnic tribes. The tribe gets their traditional income out of natural forest produce (non-timber forest produce) and food from ethno agriculture. So, there prevails simple commodity market economy.

Environmental condition at the tribal festival is tested on a hypothesis is formulated a five point scale. The factors are highly dissatisfied, dissatisfied, average opinion, satisfied and highly satisfied. And tribal festival with the help of **Chi Square test** and the results are presented in the table 10.

**Table No. 1.9**  
**Chi square analysis of Environment**

Components	Observed N	Expected N	Residual
Highly Dissatisfied	22	14.0	-8.0
Dissatisfied	27	17.3	-7.0
Average Satisfied	38	27.0	8.0
Satisfied	39	27.7	8.0
Highly Satisfied	26	20.0	-1.0
<b>Total</b>	<b>150</b>		

**Source: Primary data**

The above table representing that from the tested scale i.e. highly dissatisfied to Highly satisfied, the observed frequencies from each option, i.e. out of total 150 respondents regarding environment conditions in Tribal festival, Highly Dissatisfied people are 22, Dissatisfied people are 27, average opinion people are 38, satisfied respondents are 39 and highly satisfied respondents are 26. The expected and residual values are software generated calculations as per chi-square formula.

**Table No 1.10**  
**Chi square test values of Environment**

Result	Values
Chi-Square	12.100 <sup>a</sup>
Degrees of freedom	4
Asymp. Sig.	.067

*Source: Primary data*

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.

According to the above table information the significant value is **greater than 0.05**, which indicate that **there is a significant association** between Environment Condition and visiting tourists at SammakkaSarakka festival. Hence the null hypothesis is rejected.i.e. the pollution and hygiene conditions are affecting the number of visitors to temple.

Therefore, it is strongly suggested to the A.P Government and festivalorganizers that with the coordination with the local Municipality and health department the surrounding and tribal fest premises need to be maintained very neat and clean and green to prevent communal diseases to the children and old age people. With these proper measures by the organizers the fest can attract more number of visitors and made success of entire fest.

#### **Staff Behavior:**

Every day, organizations across the country are implementing large change initiatives, each requiring alterations to employee behavior. And while the chances of failure are exceedingly high, success is possible with solid groundwork, genuine buy-in by employees, and time to adapt. To test the staff behavior of the tribal festivals tested on ahypothesis is formulated afour factors are consider, there are highly dissatisfied, Dissatisfied, satisfied & highly stratified. And with help Chi Square test and the results are presented in the table 11.

**There is no significant association between Staff behavior and number of touristsvisitingatSammakkaSarakkaJatara.**

**Table No 1. 11**

**Chi square values of analysis of Staff behavior**

Components	Observed N	Expected N	Residual
Highly Dissatisfied	29	22.0	-7.0
Dissatisfied	42	31.0	5.0
Satisfied	59	34.0	16.0
Highly Satisfied	20	19.0	-14.0
<b>Total</b>	<b>150</b>		

*Source:*  
*Primary data*

The above table representing that from the tested scale i.e. aware to not used, the observed frequencies from each option, i.e. out of total 150 respondents regarding staff behavior at Tribal fest, Highly Dissatisfied people are 29, dissatisfied people are 42, satisfied respondents are 59 and highly satisfied respondents are 20. The expected and residual values are software generated calculations as per chi-square formula.

**Table Nno. 1. 12**  
**Chi square values of analysis of Staff behavior**

Result	Values
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Chi-Square	21.040 <sup>a</sup>
Degrees of freedom	3
Asymp. Sig.	.000

*Source: Primary data*

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

According to the above table information the significant value is less than 0.05, which indicate that **there is no significant relation** between staff behavior and its impact on tourists visiting at SammakkaSarakka festival. Hence the null hypothesis is accepted.

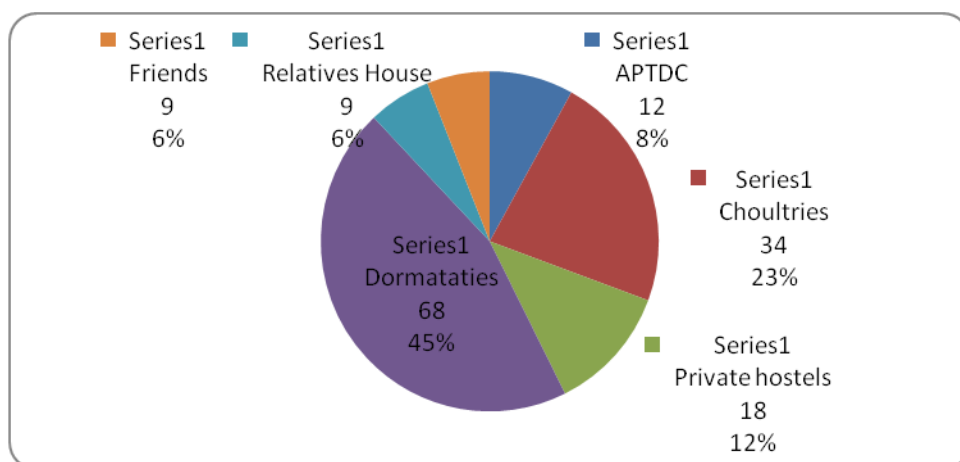
Therefore the tourists and visitors of tribal fest, feel that the temporarily appointed staff are not at all showing any impact of tourist flow, but it is suggested to the organizers that staff behavior should be polite which provides good feedback in the society, if the fest staff are polite and helpful by all means obviously number of tourists will be increased.

#### **Tourist Stay:**

Sammakka – Sarakka festival is being organized by government of Andhra Pradesh with the help of APTDC, Volunteers, Choultries, Dormitories, Private hotels etc.

A question is being asked to study the feedback of the service providers the results are presented in chart 1.

**Chart 1**  
**Tourist Stay chart**



*Source :Field Survey*

From the above Chart it is indciatng that most of the visitors to Medaram are staying in dormitories 45% , followed by choultries 23%, The next prefered shelter for pilgrims are private hostels with12% and some of them (9%) are statying at relatives house and the least prefered zones are APTDC guest houses with 8% followed by friends houses with 6%.

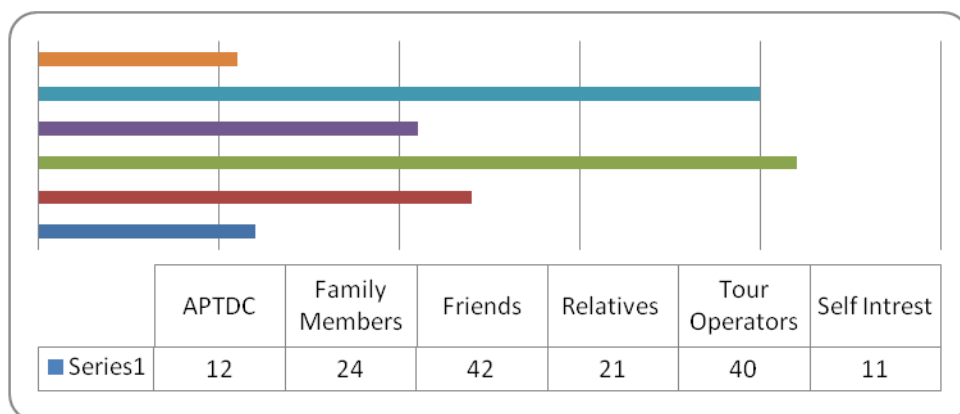
It can be concluded that majority of the tourists are construting their own dormitories tourists followed by choulties which are permanently established by the private donots therefore. It is suggested that government should construct shopping complexes and amenity centers at Sammakka Sarakka festival site.

The goverment officals and organizing committee of Medaram fest are not taking care about the pilgrims lodging facilities at festival. Most of the pilgrims are facing problem with this lodging & boarding facilities in Medaram.If proper shelter atleast temperory facilities need to be provided , so the pilgrims will spend their good time in the festival.

#### **Awareness of festival:**

The tourists at Sammakka&Sarakka enquired revealed about the different channels which influenced them to visit the SammakkaSarakka at Medaram. The results are presented in chart .2.Majority of the tourists are influenced by friends and tour operators.

**Chart .2**  
**Awareness of Festival**



**Source :Field Survey**

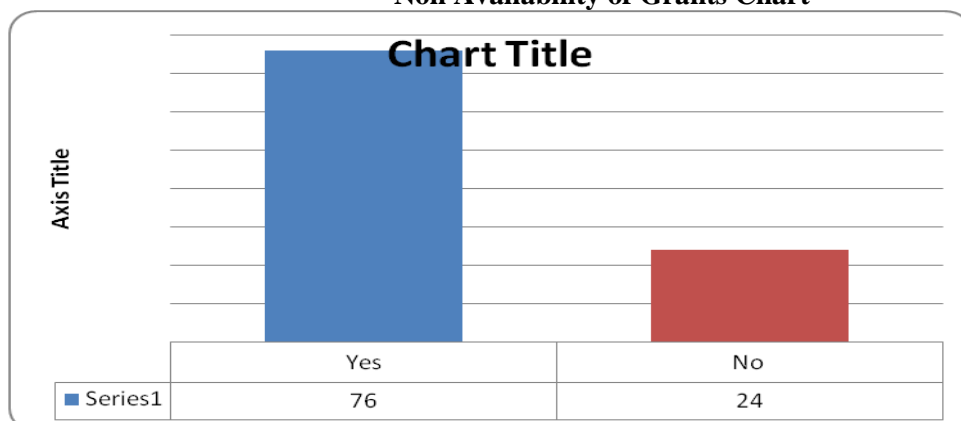
42% of the visitors are equally influenced by Friends and Tour operators in visiting Medaram, followed by family members and relatives. As per the chart nearly 42% of the people are motivated by Friends and second choice Tour operators. Family members are also in front row for influencing members.

The result reveals that friends and tour operators are influencing visitors. As friends & tour operators spreading word of mouth referecne about the fest, which acts as stimulating agent to pilgrims.

#### **Non Availability of Grants:**

Tribal tourists when asked about the grant Non availability by the government of India and government of Andhra Pradesh stated the following points and the results are presented in chart.3.

**Chart 3**  
**Non Availability of Grants Chart**



**Source :Field**

**Survey**

76% of the service providers agreed that Government is not providing sufficient funds to maintain tourist activities to the maximum extent. The local government is not taking care of the biggest tribal festival in india, the theme of the entire festival will grant sufficient funds are not allocated to the tribal festival.It is recommended to the government that proper Budget should be allocated , at the time of state budget submission to the Assembly, atleast for the festival year.

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## **FINDINGS**

- ✓65% of the tourists are visiting to submit their offering to Goddess.
- ✓38% of the visitors are staying in dormitories for lodging and boarding
- ✓People are getting free medical aid and free information regarding route chart.
- ✓65% of the visitors are aware of the festival information through friends and colleagues and also media is playing a major role in publicity.
- ✓Tourists are unhappy with the food and water supply facilities at the Jatara.
- ✓62% of the low income group people visiting Sammakka&Sarakka festival.
- ✓37% of the respondents house wives visiting for the collected.

## **CONCLUSION**

- ✓Tribal festival attracting downtrend income group people.
- ✓85% of the tourists are not happy with the security measures at the Medaram.
- ✓Cheating by all means to the tourists at food, water and lodging facilities affecting a lot for flow of the tourists.
- ✓Most of the tourists are complaining about hygienic conditions and environmental pollution at Medaram at the time of Utsavs, making them to restrict to visit Medaram.
- ✓Most of the visitors of this festival are illiterates, so the government needs to create awareness campaigns regarding how to maintain hygienic premises in the fest area.

## **SUGGESTIONS**

- Government should alert all the department and authorities before one year for the commencement of festival for smooth conducting of festival.
- Hygienic environmental conditions are required to attract more visitors towards festival, which yields more publicity and income to the government.
- Mobile teams to be deputed to monitor the smooth flow of vehicular traffic on the stretch between Pasra - Narlapur and Tadwai - Medaram.
- The Roads and Buildings Department has to utilize the funds properly for the development of roads leading to Medaram.
- A special grant needs to be arranged by the state government for better arrangements and amenities for the purpose of visitor's welfare.
- The health and family welfare department should take care about to control of various communal diseases by implementing better medical facilities.
- Jaggery is to be made available to the tourists.

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