

## **Beneficiaries' Perception towards "Anna Canteen": A Study in Visakhapatnam District, Andhra Pradesh**

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### **ABSTRACT**

*The main aim of this study is to know the perception of the beneficiaries towards "Anna Canteen" in Visakhapatnam District. This budget canteens run by the Government of Andhra Pradesh, which is an innovative scheme introduced by the Honorable Chief minister of Andhra Pradesh Mr. Nara Chandra Babu Naidu. This study consists of a sample size of 153 beneficiaries and distributed among 15 Anna canteens of Visakhapatnam District, working at that time of research. The researcher collected the required data through structured questionnaire and schedule method. And the researcher followed the Convenience sampling technique which comes under the Non - Probability sampling method.*

**Keywords:** Anna Canteen, Beneficiaries, Hygienic, Income, Satisfaction.

### **INTRODUCTION:**

Due to the impact of globalization as well as High inflation prevailing in our country, it became very difficult to restrict the prices of essential commodities like dhal, vegetables, milk, etc. So, it showed a severe impact on the labour class, middle class and poor people. Their income almost went inadequate to run their life in cities like Visakhapatnam, Vijayawada, Tirupathi, etc.

In such a critical situation, the Government of Andhra Pradesh decided to introduce "ANNA CANTEENS" in all Urban Local Bodies having a population more than 50000 in the State on 11 July, 2018. The purpose of this scheme is to provide food to poor people on affordable cost. The motto is "*SUBSIDIZED HYGIENIC AND AFFORDABLE FOOD FOR POOR PEOPLE*". It is decided to provide food on subsidized rate to the beneficiary. The cost would be Rs. 5-Breakfast; Rs 5- Lunch and Rs 5-Dinner. So for an amount of total Rs 15, a poor man has his daily food nourishment. A standard Menu is pre determined and food will be supplied throughout the year without any holidays or break as per the menu.

### **OBJECTIVES OF THE STUDY:**

- 1) To study the beneficiaries perception towards Anna Canteen in Visakhapatnam District.
- 2) To know about that preference level of beneficiaries towards Anna Canteen in Visakhapatnam District.
- 3) To find out the beneficiaries' level of satisfaction towards the food varieties (types) and service rendered by Anna Canteens in Visakhapatnam District.
- 4) To know about the beneficiaries' expectations towards Anna Canteens in Visakhapatnam District.

### **LIMITATIONS OF THE STUDY:**

- 1) This study is limited to Visakhapatnam District (15 Anna canteens) Geographic area only.
- 2) Any study could not avoid the incomplete, error information and non-responses from the respondents.

3. The data collected may suffer from the time constraints, as a certain period has been taken into consideration for the study

### **REVIEW OF RELATED LITERATURE:**

The availability of 'literature review' on "Anna Canteens" is very less because it has been started very recently. The available related 'literature review' is presented below. K Ardzejewska et al, (2013) conducted a descriptive (empirical) study on 'the barriers and facilitators to implementation of the New South Wales (Australia) - Healthy School Canteen Strategy'. In this study found that, although positive changes to canteen menus are evident, there are different levels of implementation of the strategy with a number of poor nutritional choices regularly provided. The Implementation is influenced by the local context; school type, canteen administration practices, meal variety and the student condition (in particular) and their religious practices.

Ashok Kumar & D. Krishnan (2013) conducted a study on 200 consumers of Anna Unavagam (canteen) in Vellore City. They found that Anna Unavagam (Canteen) has a great positive impact on the middle class people and also increased 'good will' on the Tamil Nadu Government.

M.Varun Kumar (2015) in his paper, analyses 'the reach and impact of schemes and products of amma brand being implemented for the public welfare in Tamil Nadu' by the then chief minister Dr. Amma J. Jayalalitha. In this paper he described about low-cost unavagam and subsidised food program run by the Tamil Nadu Government. Under this scheme, Municipal corporations of the state run canteens serving subsidized quality food at very low prices. The first canteens were opened in several localities of Chennai, and later in other corporations of the state. The food chains primarily serve South Indian Dishes namely Rice, Curd Rice, Pongal Rice, Curry leaf Rice, Chapathi, Idli and Sambar,. The dishes are offered at low prices.

A.RAVIKUMAR (2016) conducted a study on 15 (fifteen) Amma Canteens in Chennai District. He found that the Anna Canteens are located at good environment, good places, easy to access, convenient for travelling and amusing interior atmosphere.

Mani Arul Nandhi et al, (2016) conducted a study with sample of eleven (11) Amma Unavagam (Canteens) outlets in Chennai, the capital city of Tamil Nadu. He revealed that Amma Unavagams(Canteens) is a double edged tool to ensure food security and sustainable livelihood opportunities for women members of the SHGs that run these canteens on group solidarity and democratic norms.

Doval (2017) found in his study that the concept of subsidised food canteens was popularized after the success of "Amma" canteens in Tamil Nadu. Which meant to provide wholesome food at heavily subsidized rates, the canteens which are run by the government but staffed by women from self-help groups have been a runaway success. Jill Reese (2018) described in his edited work that among Anna brands, the one of the major successful food schemes is Amma Unavagam (Amma Canteen), a chain of hundreds of government-owned restaurants selling Tamil food such as idli, sambar rice, curd rice, lemon rice and chapattis at prices greatly below market value. Beginning with a couple of locations in Chennai, the restaurants feature 'healthy' food made in a kitchen with high hygienic conditions and are run solely by women employed through local women's self-help groups. The project is billed as one of the empowerments for women, an effort to feed healthy food to the poor at affordable prices.

A.R. Nithya et al. (2018) conducted an empirical study on Anna Canteens in Chennai and the results of the study are a) Amma Unavagam (Mother's Canteen) scheme has become a double edged tool for mitigating food insecurity as well as generating employment for women slum dwellers) An important offshoot of Amma Unavagam has been in curbing high prices charged by private food canteens in the city and halting the food inflation. C) And Hotel Industry is a raising sector; sustainability will be gained through cost of the Product.

### **RESEARCH METHODOLOGY:**

The researcher has done a descriptive (Empirical) research to study the Perception of beneficiaries towards Anna Canteen in Visakhapatnam District. Convenience sampling technique has been used and the primary data were collected through pre-tested questionnaire and Schedule method. Secondary data were collected from the available, books, records, journals and websites. The data has been analysed with the statistical tools like percentage analysis.

### **ANALYSIS AND DISCUSSION:**

The Actual sanctioned Anna Canteens in Visakhapatnam District is 25 but working Anna Canteens at the time of research is 15 and their names are mentioned below table with the distribution of sample respondents. The

total sample respondents are 153 and distributed equally (10) except MVP Colony (12) and Marrisipalem (11) Anna Canteens in Visakhapatnam district.

**Table 1: the distribution of Sample Respondents among 15 Anna Canteens in Visakhapatnam District**

Sl.No.	Name of the Canteens	Sample Respondents
1	VIMS, Sanjay Gandhi Colony	10
2	MVP Colony – Rythu Bazaar	12
3	Visakha Regional Eye Hospital (REH)	10
4	Nammidoddi	10
5	Chinagantyada	10
6	Sriharipuram – Near GVMC Hospital	10
7	Mulagada	10
8	Marrisipalem	11
9	Chittivalsa (Bhimli)	10
10	Anakapalle - (Near) NTR Hospital area	10
11	Anakapalli Railway Station	10
12	Chest Hospital	10
13	Turner’s Choultry	10
14	Old Fruit Market	10
15	Vambay Colony	10
	<b>Total</b>	<b>153</b>

Source: Primary data

**Table 2: The distribution of Sample Respondents on the basis of Socio-Economic Profile**

S. No.	Variables	Particulars	No. of Respondents	Percentages
1	Age	Below 20 yrs	17	11
		20-35 yrs	29	19
		35-50 yrs	56	36
		50-65 yrs	33	22
		65 years above	18	12
		<b>Total</b>	<b>153</b>	<b>100%</b>
2	Gender	Male	97	63
		Female	56	37
		<b>Total</b>	<b>153</b>	<b>100%</b>
3	Marital Status	Married	112	73
		Unmarried	41	27
		<b>Total</b>	<b>153</b>	<b>100%</b>
4	Monthly Income	Below 50,000	23	15
		Rs. 50,000-1,00,000	52	34
		Rs. 1,00,000 – 2,00,000	51	33
		Above 2,00,000	27	18
		<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

From the above table, the highest respondents is ‘between 35-50 years age group’ (36%) then followed by ‘between 50-65 years age group’ (22%), ‘between 20-35 years age group’ (19%), above 65 years age group(12%) and below 20 Years age group 11%). In Gender the male (63%) is the highest and followed by female(37%). In Marital status Married (73%) group is the highest then followed by Unmarried (27%). In Income levels slightly highest is ‘between 50000 – 100000 income group’ (34%) then followed by ‘between 100000 – 200000 income group’ (33%), ‘above 200000 income group’(18%), ‘below 50000 income group’

(15%). In the Socio-economic Profile clearly evident that the respondents belong to the age group 'between 35 to 50 years' (36%), Male (63%), married (73%) and annual family income 'between Rs. 50000 – 100000' (34%).

**Table 3: Awareness of the Respondents towards the Cheaper Prices at Anna Canteens, Visakhapatnam**

Particulars	Number of Respondents	Percentages
Fully aware	125	82
Partly aware	19	12
Not aware	9	6
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

In the above table option 'Fully aware' (82%) is the highest then followed by option 'Partly aware' (12%), option 'Not aware' (6%). So, it is clearly evident that 82% of the respondents are fully aware about the cheaper prices at Anna Canteen in Visakhapatnam. District.

**Table 4: Opinions of Respondents whether they are Loyal and Regular to Anna Canteens in Visakhapatnam District**

Particulars	No. of Respondents	Percentage
Yes	104	68
No	49	32
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

This table shows that option 'Yes'(68%) is the highest then followed by option 'No'(32%). Hence, 68 % of the respondents state that they are loyal and regular to Anna Canteen in Visakhapatnam District .

**Table 5: Opinion of Respondents towards the adequate quantity of Food available at Cheaper Prices at Anna Canteens, Visakhapatnam.**

Particulars	No. of Respondents	Percentage
Agree	119	78
No opinion	19	12
Disagree	15	10
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

In the above table option 'Agree'(78%) is the highest then followed by the option 'No opinion'(12%) and option 'Disagree' (10%). Hence, here clear that 78% of the respondents agree that adequate quantity of food available at cheaper rates at Anna Canteens in Visakhapatnam District.

**Table-6: Opinion of Respondents towards the Preparation of Food in Hygienic Environment at Anna Canteens, Visakhapatnam District**

Particulars	No. of respondents	Percentage
Agree	124	81
Partially agree	20	13
Don't agree	9	6
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

The table shows that the highest option 'agree (81%) is the highest then followed by the option 'partially agree' (13%) and don't agree (6%). So, 81% of the respondents agree that foods are being prepared in hygienic environment at Anna Canteens in Visakhapatnam District.

**Table 7: Opinion of Respondents towards the 'Good' Taste of Food**

**Varieties available at Anna Canteens, Visakhapatnam District**

Particulars	No. of Respondent	Percentage
Good	93	61
Average	46	30
Poor	14	9
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

The table shows that option ‘Good’ (61%) is the highest then followed by option ‘Average’(30%) and option ‘poor’ (9%). Here, clearly shows that 61% of the respondents opine that taste of the food varieties available at Anna Canteen is good.

**Table 8: Satisfaction of Respondents levels towards variety of Foods available at Anna Canteens, Visakhapatnam**

Particulars	No. of Respondents	Percentage
Highly satisfied	101	66
Satisfied	41	27
Neutral	3	2
Dis-satisfied	5	3
Highly dis-satisfied	3	2
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

In this table option ‘Highly satisfied’ (66%) is the highest then followed by option ‘satisfied’ (27%), option dis-satisfied (3%), Neutral (2%), Highly dis-satisfied (2%). Hear, the highest 66% of the respondents are highly satisfied towards the variety of foods available at Anna canteens.

**Table 9: Opinion of the Respondents towards the Responsiveness and Hospitality shown by the Employees of Anna Canteens in Visakhapatnam District**

Particulars	No. of Respondents	Percentage
Excellent	32	21
Good	75	49
Average	40	26
Poor	6	4
<b>Total</b>	<b>153</b>	<b>100%</b>

Source: Primary data

**Inference:**

In the above table shows that option ‘Good’ (49%) is the highest followed by option Average (26%) ‘Excellent’ (21%) and Poor (4%).So, most of the respondents felt Good (49%) towards responsiveness and hospitality shown is at Anna Canteens.

**FINDINGS:**

- 1) The highest respondents belong to ‘between 35 to 50 years’ (36%) in age group, male (63%) in gender, married (73%) in Marital status and ‘between Rs. 50000 – 100000’ (34%) in income group.
- 2) It is clearly evident that 82% of the respondents are fully aware about the cheaper prices available at Anna Canteen in Visakhapatnam.
- 3) The respondents (68 %) claim that they are loyal and regular to Anna Canteens in Visakhapatnam.
- 4) Seventy eight (78%) of the respondents agree that adequate quantity of food available at cheaper rates at Anna Canteens in Visakhapatnam District.
- 5) Eighty one (81%) of the respondents agree that foods are being prepared in hygienic environment at Anna Canteens in Visakhapatnam District.
- 6) clearly shows that Sixty one (61%) of the respondents opined that taste of the foods at Anna Canteen is good.
- 7) Sixty six (66%) of the respondents are highly satisfied towards the variety of foods available at Anna canteens in Visakhapatnam.

- 8) The majority of the respondents felt good towards responsiveness and hospitality shown is at Anna Canteens in Visakhapatnam district.

### SUGGESTIONS:

- 1) Sixty Eight percentage (68%) of the respondents claim that they are loyal and regular to ‘Anna Canteen’ but still it is not sufficient. So, it is the duty and responsibility of the Andhra Pradesh government to improve the loyalty and regularity among the beneficiaries through proper advertising campaign.
- 2) The Awareness campaign about ‘Anna Canteen’ is to be increased among public in Andhra Pradesh and particularly of food varieties and their low prices.
- 3) Respondents opined that more number of beneficiaries can be retained and new beneficiaries can be attracted by increasing the ‘quantity’ of the food cooked for breakfast lunch and dinner.
- 4) If possible, the Government of Andhra Pradesh should launch these Anna Canteens in rural and tribal areas (tribal people much affected by Malnourishment) also with modified prices and menu.
- 5) In Anna Canteens, the government should provide ‘Kid meal’ or ‘extra rice’ to the beneficiaries who accompanying with their children.
- 6) If Possible the government should provide separate counter and sitting arrangements to children, women and old age persons.

### CONCLUSIONS:

From this study, it is very clear that ‘Anna Canteen’ have a great positive impact on the labour class, middle class and poor people who are living in the Visakhapatnam District. If the same strategy is continued or even improved in future, this scheme will create a good name and fame to the Government of Andhra Pradesh. In future, the Andhra Pradesh Government successfully implement efficiently in more areas sustainably, it will become a role model to other states and Country.

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