

# The Reach and Impact of AMMA Brand Schemes and Products In Tamil Nadu For Public Welfare

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## Abstract

This research paper analyses the reach and impact of schemes and products of Amma brand being implemented for the public welfare in Tamil Nadu by the Chief Minister Dr. AMMA J. Jayalalithaa. Each of the schemes is studied in detail for understanding the outcome of these public schemes. Some Products are sold at subsidized price and some are given free under various schemes. The Various Amma branded Schemes and Programmes both with better quality and low-cost initiatives, had been well received by a large section of the people. This paper studies the response of public, especially the benefactors of the scheme. This study tabulates the benefactors and does area-wise analysis of the impact of these schemes and products. The impact of these schemes and products at every demographic segments is the key to understanding the expectations of people of various segments from the governmental schemes and subsidies. These Schemes and governmental policies are studied to verify about how each of them qualify as role models to other state governments in the country. Recommendations are made based on the responses of the public.

## Keywords

Amma Solar Powered Green House Scheme, Government Of Tamil Nadu (Gotn), Government (Govt), Public Welfare Scheme, Amma.

## I. Introduction

“AMMA” means mother in TAMIL language but here clearly refers to GOTN Chief Minister Dr. AMMA J. Jayalalithaa, who had introduced various AMMA branded schemes and Products aimed at helping the very poor sections of the society. By the new ideologies of AMMA, larger number of people (lower and middle classes) residing all over Tamil Nadu were being benefitted regularly. She had introduced various schemes and products for the human welfare, that were listed and discussed below.

## II. Various Amma Branded Schemes for The Public Welfare

### 2.1. Amma Unnavagam



Fig.1. Amma Canteen

Amma Unnavagam was introduced by GoTN Chief Minister Dr. AMMA J. Jayalalithaa. It is a food subsidization program run by the GoTN in India. Under this scheme, municipal corporations of the state run canteens serving subsidized quality food at low prices with the help of self-help groups, to establish canteens at multiple places in cities and sell subsidized 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 food namely Idli, Sambar Rice, Curd Rice, Pongal, Lemon Rice, Curry leaf Rice and also Chapathi. The dishes

are offered at low prices Rs 1 for an Idli, Rs 5 for a plate of Sambar Rice and Rs 3 for a plate of Curd Rice, etc. Presently more than 800 Amma canteens were launched all over Tamil Nadu and Chennai Corporation alone possesses more than 400 Amma canteens. 91 Amma canteens were launched in various urban areas of Tamil Nadu. 129 Amma Canteens were launched in 124 municipalities of Tamil Nadu, 27 Amma canteens were launched in government hospital premises located in district headquarters and each and every corporation possesses more than three Amma Canteens for serving the poor with quality food at low cost.



**Fig.2. Various AMMA branded Schemes and Products for the Public Welfare**

**2.2. Amma Freebies Distribution (Mixer Grinder, Table Top Wet Grinder And Fan)**

GoTN Chief Minister Dr. AMMAJ. Jayalalithaa, during 2011 general election as ADMK party election manifesto, she had announced several freebies like Free mixer grinder, wet grinder, table fan for all the women in the state and free laptop for the students etc. After her remarkable victory in 2011 general election. After she acquired power, she began implementing her poll promises. GoTN allocates Rs 3,100 crore for freebies schemes ( Free Fan, Mixie and Table Top Grinder Scheme & Students Free laptop Scheme), as per that GoTN had distributed Electric fans, Mixies and grinders to the women in the State, about 1.83 crore women beneficiaries belonging to families holding family card, which are eligible for drawing rice were benefited by this scheme in a phased manner. GoTN had distributed 34,000 pieces of Induction

Stove with bowl instead of electric fan in the districts of Nilgiris and Kodaikannal in Dindigul. The Cost of each freebie package is Rs. 4995/- (excluding VAT).The Purchase rate of each Fan, Mixie and Grinders are as follows :

- Electric Table fan-Rs.930/- + VAT
- Electric Mixie-Rs.1,165/-+VAT
- Table Top Wet Grinder- Rs.2,900/- + VAT

### **2.3. Amma Salt**

GoTN Chief Minister Dr.AMMA J Jayalalithaa had launched three varieties of low-cost salt in the brand of “AMMA”. She launched three varieties of Salt.They were Double Fortified, Low Sodium and Refined Free Flow Iodized Salt under the **Amma** banner. “**Amma Salt**”, a new concept of the Tamil Nadu Salt Corporation, would be available in the open market at lesser prices than those of others. Rs 21, Rs 14, and Rs 10 for Low Sodium, Double Fortified and Refined Free Flow Iodized Salt, respectively.

### **2.4. Amma Drinking Water**

GoTN Chief Minister Dr.AMMA J Jayalalithaa had launched **Amma mineral water** Scheme. In this new Concept of her, 1 litre packaged mineral water bottles, would be sold for Rs 10/- at bus stations in Chennai and all districts of Tamil Nadu. The water bottles, has stickers of the Tamil Nadu Chief Minister with “**Amma**” written on it, would also be available on government buses, which covers long distances. this ambitious scheme was a massive hit and become much popular among the passengersFor this Scheme, one mineral water manufacturing plant had been built up on a 2.47 acre facility The GoTN transport department runs the plant that has come up on land belonging to the Institute of Road Transport and It can process three lakh litres of water every day.

### **2.5. Amma Cements**

GoTN chief minister Dr.AMMA J Jayalalithaa had launched its low-cost cement under the brand “**Amma**”, to cater the low and middle class customers in the state of Tamil Nadu. GoTN has priced the cement at Rs 190, while the companies sell a 50-kg bag at Rs 370-385.GoTN would procure around two lakh metric tonnes of cement every month from manufacturers and will sell them through 470 stock points owned by municipal corporations, municipalities and panchayat unions. Tamil Nadu Cement Corporation would be the nodal agency for the scheme.The main aim of this scheme is to help the lower section of people resides in the state (lower and middle classes) from the increasing cement prices. For the people in Tamil Nadu those constructing on a 100 sqft area will get 50 bags and for the maximum 1,500 sqft, 750 bags will be provided by submitting state government the approved building plan.For renovation or repairing of a houses, around 10-100 bags would be distributed under the subsidy.Tamil Nadu Cement Corporation is acting as the nodal agency for this scheme. Tamil Nadu Civil Supplies Corporation and Rural Development departments 470 godowns were been used for implementing this scheme. This scheme will also cover the state’s Green House and Central government’s Indira AwasYojana respectively.

### **2.6. Amma Pharmacy**

GoTN Chief Minister Dr.AMMAJ.Jayalalithaa had launched “**Amma Pharmacy**”, which is aimed to sell quality medicines at less prices. Chief Minister AMMA had launched ten “**Amma**” pharmacies at the cost of Rs 1 Crore/- at Chennai, Erode, Salem, Cuddalore, Erode, Madurai, Sivaganga and Virudhunagar.

### **2.7. Amma Farm Fresh Vegetable Shop**

GoTN Chief Minister Dr.AMMAJ.Jayalalithaa had launched a new scheme “**PannaiPasumaiNugarvorKootturavuKadai**” for the benefit of people from low-income groups.The motto of the scheme is to sell vegetable at cheap prices for the poor. The initiative, aimed to give relief from soaring vegetable prices.vegetable prices would be cheaper by around 50 percent in these shops. These shops were fully air conditioned and swanky. The government had been able to keep the vegetable prices low by avoiding middlemen. Ammahad launched more than 50 such consumer outlets all over the state, which sells 31 varieties of vegetables at subsidised rates. The department of cooperation, food and consumer protection procured the vegetables directly from farmers and brought them to the outlets. Despite the transportation costs involved, they were able to maintain prices lower than those anywhere else due to the elimination of middlemen. Following the huge response from the public, the goverment had decided to open the shops from 7.30 a.m. to 10 a.m. and from 4 p.m. to 8 p.m daily. Since vegetables are purchased from the farmers on the same day itself, people were being benefitted on purchasing them at subsidized rates.

### **2.8.Amma Branded New Medical Schemes**

GoTN Chief MinisterDr.AMMA J Jayalalithaa had launched several new medical schemes, including four schemes under the Amma brand ,GoTNchief ministerDr.AMMA had allotedRs 500/- for these schemes.They were

#### **2.8.1. Amma Master Health Check Up**

Amma Master Health Check-up had been launched to facilitate people to go in for master health check-up. Under this scheme, people can undergo various tests to check for diabetes, blood pressure, hepatitis B, abdomen, heart etc at the Government General Hospital in Chennai at a nominal cost.

2.8.2. AMMA Woman Special Master Health Check-up

Amma Woman Special Master Health Check-up scheme had been launched by GoTN for the people of Tamil Nadu for undergoing specific tests like digital mammogram, pap test smear, calcium test, vitamin D test and thyroid test, apart from various other tests. The GoTN had allotted Rs 10 crore to Govt General Hospital towards purchase of the modern equipments for undergoing these tests in Government hospitals in Tamil Nadu.

2.8.3. AMMAArogya Scheme

AmmaArogya Scheme had been launched by GoTN, through which Tamil Nadu people can approach 385 primary health centres for conducting tests for diabetes, blood pressure, echo cardiogram (ECG), cholesterol and eye-related ailments and these various tests would be done free of cost.

2.8.4. AMMA Maternity Sanjeevi

Amma Maternity Sanjeevi scheme is a maternity care plan, which were launched by GoTN for the welfare of Pregnant womens. Under this scheme the pregnant womens were provided with 11 types of herbal medicines to improve their health condition. Under this scheme pregnant womens would be provided with pomegranate and curry leave powder during the first three months of pregnancy to prevent nausea. In the next three months, pregnant women would be provided with natural medicines like gooseberry powder etc to improve the iron content.

2.9. Amma Baby Care Kit



Fig.3. AMMA Baby Care Kit

GoTN chief minister Dr. AMMA J Jayalalitha had launched “Amma baby care kit” scheme for the benefit of new born infants in government hospitals all over Tamil Nadu. This special scheme is a boon for the mothers, for which GoTN had allotted Rs 67 crore, through which 6.7 lakh mothers and infants were benefitted till now. Amma Baby Care Kit consists of 16 items that were considered to be vital for babies and mothers. The items found in the kit were listed in the table below.

Table 1. Amma Baby Care Kit Items

Baby Napkin	Baby Oil
Baby Towel	Baby Shampoo
Baby Bed	Mild Baby Soap
Protective Net	Kit Bag to carry Baby
Rattle	Soap Box
Baby Toy	Liquid Hand wash
Soft Cotton Baby Dress	Bathing Soap
Nail Dipper	Sowbagyas until Leghyam



**Fig.4. AMMA Solar Powered Green Houses**

### **2.10. AmmaAmudham Departmental Stores**

GoTN Chief Minister Dr.AMMAJ.Jayalithaa had introduced a people-friendly initiative titled **AmmaAmudham departmental stores** a step further with an aim to reduce the increasing household expense of the public, Chief Minister AMMA had announced setting up of 300 departmental stores across Tamil Nadu for which Rs 37.17 crores had been allotted. Already, 137 departmental stores were functioning under the cooperative department. In an effort to enhance the storage capacity of the TN civil supplies godowns, the government would establish 39 new godowns with a combined capacity of 84,500 metric tonnes at a cost of Rs 112.57 crore. This initiative is expected to increase the storage capacity of food grains to 8.36 lakh metric tons. About 100 direct paddy procurement centres would be constructed including 75 in Cauvery irrigated areas and 25 in Tiruvannamalai, Kancheepuram, Erode and Kanyakumari districts for the benefit of the farmers. GoTN had allotted Rs.35 crore for this purpose. Further, the Warehousing Development and Regulatory Authority (WDRA) had assigned introduction of Negotiable Warehouse Receipts system to help farmers gains access to loans from banks and avoid distress sale of agricultural commodities. These receipts system allow transfer of ownership of that commodity stored in warehouse without having to deliver the physical commodity and these receipts are issued in negotiable form, making them eligible as collateral for loans.

### **2.11. Amma Solar Powered Green House Scheme**

GoTN had launched “**Amma Solar Powered Green Houses Scheme**” for the benefit of the poor below poverty line residing in the rural areas. This scheme is a milestone in the history of rural housing which clearly addresses the shelter needs in rural areas. This is the first of its kind housing scheme for the construction of houses with an area of 300 Sq.ft with solar powered light implemented at a cost of Rs.1.80 lakh (Rs.1.5 lakh for the construction +Rs 30,000/- for solar powered lights) for meeting the entire construction cost. Recently due to hike in construction materials the entire construction cost is revised to Rs.2.10 lakh (Rs.1.8 lakh for construction +Rs.30,000 for Solar powered lights) .GoTN had ordered for construction of 60,000 Solar Powered Green Houses of 300 Sq.ft each for every year for the period of five years from 2011-2016. This Scheme is named as “**Chief Minister’s Solar Powered Green House Scheme (CMSPGHS).**”

## **III. Future Enhancements**

Amma theatres and Amma Hostels were certain remarkable schemes, which were in the process stage and sure these schemes will come to reality so soon in the upcoming days.

## **IV. Recommendations**

We had randomly interviewed around 100 beneficiaries of various AMMA branded schemes and Programmes in and around Vellore city. The majority of the section welcomed the initiative and said it would serve the needy and they suggested few suggestions and that were listed below

- Amma Free water bottles could be supplied free of cost to senior citizens and physically disabled persons who travel on buses.
- Amma farm fresh vegetable shops and fruit shops numbers has to be increased in wide spread for the maximum benefits of the people resides in Tamil Nadu.
- Amma Canteen timings has to be increased and random quality checkups has to be done in regular intervals, so as to maintain the quality of the food served for the public.
- Amma grocery shops has to be launched in wide spread all over Tamil Nadu for getting good standard quality species and groceries at fair prices.
- Sealed Suggestion box as to be maintained in each and every initiatives launched by GoTN. So that general public can provide their feedback, So at regular time intervals the feedback as to be gathered by proper monitoring team appointed by GoTN, So that proper corrective measurable action can be taken so as to ensure quality in governance.

## V. Conclusion

In this Paper, we had discussed about enormous AMMA branded schemes and Products started for the Tamil Nadu people welfare. We assure that these schemes mentioned above had attained mass attraction. People of the entire state were getting benefitted by these special schemes of GoTN in their day to day life.

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