

# **Compendium of Circulars & G.Os**

**Chief Executive Officer**  
O/o. Commissioner and Director of Marketing  
Govt. of A.P., Hyderabad.

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**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

**Marketing Department - Establishment of Rythu Bazars - Maintenance and effective functioning - Instructions - Issued.**

**AGRICULTURE AND COOPERATION (MKTG.I) DEPARTMENT**

G.O.Ms.No.33.

Dated: 10-02-1999.

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**ORDER:**

Rythu Bazars have been established at various places all over the State including all District Headquarters. To ensure that the Rythu Bazars function on sound lines, Government have reviewed the system and the following instructions are issued before starting some more Rythu Bazars for the benefit of the farmers of Andhra Pradesh.

1. At the State Level Commissioner and Director of Marketing will be responsible for the implementation of the programme.
2. At District Level the District Collector will be responsible for the success of the programme.
3. The Joint Collector will be responsible for the effective functioning of the Bazars, will frequently inspect them and review their performance.
4. There will be a full time Estate Officer to be appointed for each Rythu Bazar who will be responsible for proper running of the Bazar. He will privatize the various services required for the successful running of the Bazar; these will include provision of trolleys for moving vegetables, cleaning the premises, cleaning the toilets, providing drinking water, providing light etc.
5. Prices shall be fixed every day in consultation with the farmers keeping in mind the wholesale and retail prices. These shall be prominently displayed in the Rythu Bazar.
6. The number of Rythu Bazars will be increased to 500 within 6 months after stibilisation of the existing bazars, in suitable locations.
7. For starting new Rythu Bazars, Government land, land surrendered under land ceiling, Municipal land or land belonging to any government Department or Institution can be taken. However when land belong to a Institution covered by a compound wall is taken the demarcation of the land should be done in consultation with the concerned Head of the Institution so that the functioning of the Institution is not disturbed.
8. Joint Collectors shall send weekly reports to the Commissioner and Director of Marketing on the functioning of the Rythu Bazars.

Government accord the utmost importance to this programme which will be reviewed also by the Cabinet-Sub-Committee for Rythu Bazars every week. The Council of Ministers or Chief Minister will also review the functioning of the Rythu Bazars.

The Commissioner and Director of Marketing, District Collectors and Joint Collectors shall take all necessary action to ensure the effective functioning of the Rythu Bazars on sound lines.

LALIT MATHUR,

PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner and Director of Marketing, A.P., Hyderabad.  
The Commissioner and Director of Agriculture, A.P., Hyderabad.  
The Director of Horticulture, A.P., Hyderabad.  
All the District Collectors.  
All the Joint Collectors.  
All other Heads of Departments in the State.  
The Commissioner Municipal Corporation, Hyderabad.  
The Director of Municipal Administration, A.P., Hyderabad.  
The Managing Director, A.P.S.R.T.C., Hyderabad.

Copy to:

All Departments of Secretariat.  
The Commissioner, I & PR Department, A.P., Hyderabad.  
SF/SC

// Forwarded by Order //

# GOVERNMENT OF ANDHRA PRADESH

## ABSTRACT

**ACTS AND RULES** - Notification to exempt certain persons from the provisions of Sections 7 (6) and 12 (1) of the Andhra Pradesh (Agricultural Produce and Livestock) Markets Act, 1966 Notification - Issued.

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### AGRICULTURE AND COOPERATION (MKTG-I) DEPARTMENT

G.O. Ms. No. 37

Date : 14-02-1999.

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### ORDER :

Whereas, it is observed that on the one hand farmers are not getting remunerative prices for their produce and on the other there has been a steep increase in the prices of Agricultural Commodities causing great hardship to consumers particularly from poorer sections.

And whereas, it has been further observed that there are a series of intermediaries in this process.

And whereas, a direct interface between the producer-farmers and consumers will be of benefit to both the sections.

And whereas, the Government therefore considers it appropriate, in exercise of powers conferred under section 35 of the andhra Pradesh (Agricultural Produce and Livestock) markets act, 1966 to exempt the producer-farmers and the consumers from the operation of sub-section (6) of Section 7 and Sub-section (1) of Section 12 of the Andhra Pradesh (Agricultural Produce and Livestock) Markets Act, 1966 permanently.

Therefore, the following notification will be published in the Extraordinary issue of the Andhra pradesh Gazette date.14th February, 1999.

### NOTIFICATION

In exercise of the powers conferred under Section 35 of the Andhra Pradesh (Agricultural Produce and Livestock) markets act, 1966 (Act of 1966) the Governor of Andhra Pradesh hereby exempt the persons selling notified agricultural produce, livestock or products of livestock grown, reared or produced by them to persons for their own domestic consumption or purchasing such agricultural produce livestock or products of livestock for their own

domestic consumption form the provisions of Sub-section (6) of Section 7 and Sub-section (1) of Section 12 of the said Act with immediate effect.

(By order and in the name of the governor of andhra pradesh)

**LALIT MATHUR,  
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Commissioner of Printing, Stationery and Stores Purchase (Printing Wing),  
Andhra Pradesh, Hyderabad with a request to publish the notification in  
A.P. Extraordinary Gazette.

The Commissioner and Director of Marketing, A.P., Hyderabad.

All the Agricultural Market Committees through the Commissioner and Director of Marketing,  
A.P., Hyderabad.

The Commissioner and Director of Agriculture, A.P., Hyderabad.

All the District Collectors in the State.

All the Joint Collectors in the State.

The Principal Secretary, Revenue Department.

The Principal Secretary/Secretary, Municipal Administration and Urban Development  
Department.

All the Heads of Departments under the Administrative control of Revenue/Agriculture and  
Cooperation/Municipal Administration Departments.

All the Departments in Andhra Pradesh, Secretariat.

The Commissioner, Information and Public Relations, A.P., Hyderabad.

The Vice Chairman and Managing Director, A.P. State Road Transport Corporation,  
Hyderabad.

Copy to :

D.S. to C.M.

P.S. to Minister for Revenue.

P.S. to Minister for Agriculture.

P.S. to Minister for Marketing and Warehousing.

P.S. to Minister for Municipal Administration.

The Accountant General (A.P.) Hyderabad.

Principal Secretary/Secretary Agriculture and Cooperation Department.

SF/SC

//Forwarded by order//

## **RYTHU BAZARS – STATUS REPORT**

Rythu Bazars were established for direct interface between the farmers and consumers by eliminating middlemen with a view to ensure remunerative prices and prompt realisation of sale proceeds to farmers without any deductions, and to provide fresh vegetables to consumers at reasonable rates. Rythu Bazars have been established at 107 centres covering 58 Municipal Towns and 7 Municipal Corporations.

An amount of Rs.12.47 crores has been incurred by the Marketing Department in setting up of the Rythu Bazars, towards salaries of Estate Officers and maintenance cost of Rythu Bazars etc.

Permanent Rythu Bazars were constructed at 33 centres at a cost of Rs.1677.54 lakhs. Construction could not be completed at Gudur due to Court Stay. In addition to this, the District Collectors have been advised for construction of another 30 permanent Rythu Bazars.

### **Facilities available in Rythu Bazars :**

- 4768 weighing scales were provided.
- Drinking Water, electricity, Toilets and Parking space etc., have been provided. Storage facility has been created to store unsold vegetables.
- Fax Machines were installed at 83 Rythu Bazars.
- 37 Rythu Bazars have Computers. Rythu Bazars located in temporary structures could not be provided with Computers for security reasons.

### **Visit of Farmers and Arrivals:**

- On an average 14,795 farmers are coming to Rythu Bazars every day. The total arrivals of vegetables are above 1.09 Lakh Qtls per week. Targets have been fixed to each Rythu Bazar to increase the arrivals to a total of 2 lakh Quintals per Week.

### **DWCRA / SHGs:**

The DWCRA / SHGs are selling vegetables not grown in the District by procuring them from whole sale markets/importers, to ensure availability of all vegetables in the Rythu Bazars. The essential commodities supplied by Government agencies are also being sold through these groups.

The Andhra Pradesh MARKFED and Oil Fed opened their stalls in the Rythu Bazars & selling essential commodities.

The Rice Millers Associations are selling rice at reasonable rates.

A special cell consisting of Market Committee employees has been setup at Hyderabad for procurement of vegetables not available locally, from whole sale market and to sell them in Rythu Bazars through Self Help/DWCRA groups.

### **Price Fixation:**

A Committee consisting of Estate Officer and two to three progressive farmers fixes the Prices of vegetables in the Rythu Bazar every day. The prices are fixed 25% above whole sale prices and 25% below local retail prices. The prices are promptly displayed in the Rythu Bazars. The Market Committees are providing whole sale vegetable prices to Rythu Bazars every day.



The Joint Collectors have been advised to improve the performance of weak Rythu Bazars, if necessary by Shifting them to more customer friendly locations and to activate the weak Rythu Bazars.

The Horticulture Department has taken up the action plan for production of vegetables by supplying vegetable seed on subsidy basis to farmers. The Horticulture Consultants/Horticulture officers are providing technology on Pre and post harvest to farmers.

Rythu Bazars are functioning as an instrument in holding the price line even in local retail markets. For successful functioning of Rythu Bazars participation of farmers is a crucial factor. All the Collectors and Joint Collectors were requested to enroll more number of vegetable farmers by issuing identity cards and to motivate them to bring their produce for sale in Rythu Bazars. The Joint Collectors have been further advised to organise trainings to the farmers coming to the Rythu Bazars at village level and to supply vegetables to Govt. Hostels and other Residential Institutions through Rythu Bazars. The joint Collectors have been advised to review the prices in Rythu Bazars on day to day basis.

**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

**From**  
**V.M.Manohara Prasad, I.A.S.,**  
**Director of Marketing,**  
**Govt.of Andhra Pradesh,**  
**Hyderabad.**

**To**  
**The Joint Collector in the State.**

Sir,

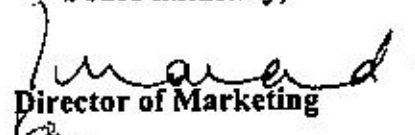
**Lr.No.RBZ/-2/73/2002 Dated: 17-5-2002.**

**Sub:-Rythu Bazar-Installation of Fax Machines and Computers  
in the Rythu Bazars-Regarding.**

All the Joint Collectors in the State are informed that instances have come to the notice of this office that some Fax Machines/Computers meant for Rythu Bazar are kept by the District Administration in other offices causing inconvenience to Rythu Bazar work.

Therefore all the Joint Collectors are requested to ensure that the Fax machines/Computers belongs to Rythu Bazars shall be kept in the Rythu Bazars only, and a compliance report may be sent to this office immediately.

Yours faithfully,

  
Director of Marketing

  
17/5/02

Copy to All Collectors.

**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

From :  
V.M.Manohara Prasad, IAS.,  
Director of Marketing  
Govt. of Andhra Pradesh  
BRK Bhavan  
Hyderabad - 500063

To  
All the District Collectors  
in the State.

Letter No. RBZ/Unit-21/141/2002, Dated: 19-07-2002.

Sir,

Sub:- Rythu Bazars - Construction of Permanent Rythu Bazars - Regarding.  
Ref:- Govt. Memo No. 9192/Mktg.II(2)/2002-2, dated: 10-7-2002 of Agri. & Cooperation  
Department.

\* \* \*

The Government have reviewed the functioning of the Rythu Bazars in the State. As informed by the Principal Secretary in the reference cited above, Government have in-er-alia, taken the following decisions:

1. 30 Permanent Rythu Bazars shall be constructed during the current financial year.
2. Revenue Divisional Officers shall be kept incharge of the Rythu Bazars to closely monitor their functioning.
3. To start with a few good Rythu Bazars should be registered as Cooperative Societies of Farmers under the MACS Act, 1995.
4. The Marketing Department should hire Consultants to advise the Rythu Bazars in the production, maintenance of quality and marketing of vegetables in Rythu Bazars.
5. Every Rythu Bazar should prepare an action Plan and also establish systems to ensure systematic movement of vegetables from surplus to deficit areas to ensure availability and price stabilization.
6. All Rythu Bazars should be linked by a Computer network for sharing of information on demand and prices.
7. Ministers will review the functioning of Rythu Bazars in the district.

In view of above, I request you to kindly consider the following suggestions and modification.

- a) **Construction of Permanent Rythu Bazaars:** This can be considered in cases of existing Rythu Bazaars that are thriving and where the supply of vegetables and consumer demand have a sure potential for growth. It should be noted that many permanent Rythu Bazaars in the State are languishing and lying idle without any activity because of flawed decision-making. Choice of unsuitable location is one of the major flaws noticed in this regard. I request you to please examine any proposal for construction of new Rythu Bazaars thoroughly. Proposals for construction may be sent at the earliest along with complete particulars of location, sketch, estimates etc.

- b) **Effective Monthly monitoring and Evaluation and atleast fortnightly supervision :**

This is to be entrusted to the Revenue Divisional Officers as directed by the Government. The Revenue Divisional Officers may be instructed to visit every Rythu Bazar in their jurisdiction atleast once in every week and check up all important aspects of its functioning and take on the spot remedial measures. It is advisable to associate the concerned AMC also for providing required support staff and for supervision purposes.

The Revenue Divisional Officers should scrutinise the progress of the Annual Action Plan that all Rythu Bazaars have been asked to prepare and check the progress made.

- c) **Objectives of the Rythu Bazaars for this year:** The objective of every Rythu Bazar is to increase the average arrivals by atleast five times by the end of this financial year. Appropriate linkages with the farmers like inputs and quarterly training are a must for achieving this objective.

I request you to kindly review the functioning of the Rythu Bazaars atleast once a month and coordinate with other related departments like Horticulture and Revenue for achieving the set goals of every Rythu Bazar.

Yours faithfully,  
Sd/-,  
DIRECTOR OF MARKETING

Copy to all Joint Directors/ Deputy Directors/ Asst. Directors of Marketing in the State.  
Copy to Principal Secretary to Government, A&C Department, Govt. of A.P., Hyderabad.  
Copy to P.S. to Hon'ble Minister for Marketing & Warehousing, Govt. of A.P., Hyderabad.

**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

No. RBZ/1/287/2003

Date: 7.11.2003

From  
M.Jagadeeshwar, I.A.S.,  
Director of Marketing (FAC)  
Govt. of Andhra Pradesh,  
Hyderabad.

To  
All Joint Collectors in the  
state  
All A.M.Cs in the state

Sir,

Sub:- Rythu Bazars - Installation of Computers with internet connection and Fax machines in Rythu Bazars - Reg.

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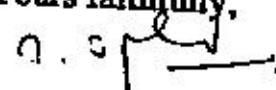
You are aware that the Hon'ble Chief Minister during the Video conference on Rythu Bazars on 11.9.2003 has instructed to install Computers with internet connection and Fax Machines in all the Rythu Bazars where the security is available so as to monitor online prices and arrivals.

All the Joint Collectors are requested to purchase the Computers and Fax machines and take internet connection for the Rythu Bazars wherever they are not installed so far. The Joint Collectors shall give requisition to the concerned Agricultural Market Committees for release of amounts to purchase Computers and Fax Machines.

The Agricultural Market Committees concerned are permitted to draw an amount of Rs. 60,000/- (Rupees sixty thousand only) for each Rythu Bazar on receipt of the requisition from the concerned Joint Collectors towards purchase of Computers and Fax Machines from the savings of Market Committee and send the amount to the concerned Joint Collectors.

The computers shall be purchased by the District Purchase committee headed by the Joint Collector.

Yours faithfully,



Director of Marketing (FAC)

Copy to All Asst. Directors of Marketing in the state for information and necessary action.

ఆంధ్రప్రదేశ్ రాష్ట్ర ప్రభుత్వం వినియోగదారులకు ప్రత్యేకంగా రైతుబజారు వ్యవస్థ రాష్ట్ర ప్రజల ఆదరణను పొందటమే గాక, ఇతర రాష్ట్రాలకు కూడా మార్గదర్శకమైంది. దశాబ్ద ప్రమేయం లేకుండా రైతులకు, వినియోగదారులకు ప్రయోజనం చేకూర్చిన రైతుబజారు వ్యవస్థలో మరో ముందడుగు "సంచార రైతు బజార్" నిర్మాణం.

జాతిపిత మహాత్మాగాంధీ గ్రామస్వరాజ్యాన్ని కోరుకుంటే, ఆ గ్రామాలకు వెన్నెముకైన రైతన్నల ఆర్థికాభివృద్ధికి రైతు బజార్లు కృషి చేస్తున్నాయి. అందుకే మహాత్మాజీ పుట్టిన రోజైన అక్టోబర్ 2వ తేదీన సంచార రైతుబజార్ ప్రారంభానికి శ్రీకారం చుట్టడం జరిగింది. మోడల్ రైతు బజార్గా పేరుపొందిన ఎర్రగడ్డ రైతుబజారు ఆధ్వర్యంలో రాష్ట్రంలోనే ప్రథమంగా "సంచార రైతు బజార్" ప్రారంభమైంది.

### సంచార రైతుబజారంటే ... !

తెగ్గూ తాజా కూరగాయలకోసం వినియోగదారులు రైతుబజారులకెళ్లడం ఆనవాయితీ. అయితే ఇప్పుడు రైతుబజారే నేరుగా వినియోగదారుల గడప వద్దకు వెళ్లి కూరగాయలను అందించనుంది.

సంచార రైతు బజారు ద్వారా వినియోగదారులకు గ్రేడింగ్ కూరగాయల్ని ప్లాస్టిక్ సంచుల్లో ప్యాక్ చేసి విక్రయిస్తారు. కూరగాయల్లో చచ్చులు, పుచ్చులు లేకుండా ముందుగా గ్రేడింగ్ చేసి, నాణ్యమైన కూరగాయల్ని మాత్రమే విక్రయించాలి.

### రైతుల భాగస్వామ్యం

రైతుబజార్లలో ఎలాగైతే రైతుల భాగస్వామ్యం వుందో, సంచార రైతుబజార్లు కూడా రైతుల ద్వారానే నిర్వహించబడుతున్నాయి. రైతుబజారుకు రైతులు తెచ్చుకునే కూరగాయల్లో నాణ్యమైన వాటిని గ్రేడింగ్ చేసి కిలో, అరకిలో వంటున తూకం వేసి, ప్లాస్టిక్ సంచుల్లో ప్యాక్ చేస్తారు. కూరగాయలు తెచ్చుకోవడం, నాణ్యమైన వాటిని ఖరీదేరు చేయడం తూకం వేసి ప్లాస్టిక్ సంచుల్లో సంపాదించడం, సంచార వాహనం ద్వారా వాటిని వినియోగదారులకు విక్రయించడం వంటి పనులన్నీ రైతులే స్వయంగా చేసుకుంటున్నారు. గ్రేడింగ్, తూకం, ధర నిర్ణయంలో సంబంధిత రైతు బజారు ఎగ్జిక్యూటివ్ అధికారి పర్యవేక్షిస్తున్నారు.

## ధరమాటేమిటి?

రిటైర్ మార్కెట్ కంటే సంచార రైతు బజారులో ధర ఖచ్చితంగా తక్కువగా వుంటుంది. రైతుబజారులో ధరకంటే సంచార రైతుబజారులో ధర కిలో ఒక్కొక్కటికి 2 రూపాయలు మాత్రం అధికంగా వుంటుంది.

రైతు బజారు కూరగాయల్లోని నాణ్యతకంటే సంచార రైతుబజారు కూరగాయల్లో నాణ్యత ఎక్కువగా వుంటుంది కాబట్టి ఈ స్వల్ప హెచ్చింపు ధర వినియోగదారులకు భారం కాదు.

## ఎవరికి లాభం?

సంచార రైతుబజారు ద్వారా విక్రయించే కూరగాయలవల్ల అటు రైతులకు, ఇటు వినియోగదారులకు లాభం కలుగుతుంది. రైతు బజారు ధర కంటే కిలో ఒక్కొక్కటికి రెండురూపాయలు అధికంగా ధర నిర్ణయించడం వల్ల రైతుకు అదనపు లాభం కలుగుతుంది. అలాగే కూరగాయల్లో చచ్చులు, పుచ్చులు లేకుండా నాణ్యత వుంటుంది కాబట్టి వినియోగదారులు పెట్టే ఖర్చు చూచేక నూరు శాతం ప్రతిఫలం దక్కుతుంది. దీనికి తోడు ఇంటి ముంగిట్లోనే లాజికూరగాయలు అందటం వినియోగదారులకు బోనస్.

## రైతు బజార్ సంచారం ఎక్కడ ?

జనసంచారం గల పబ్లిక్ పార్కులు, వద్ద, ప్రభుత్వ కార్యాలయాలు, బహుళ అంతస్తుల సముదాయాలు, పేదలు నివసించే కాలనీల వద్ద సంచార రైతు బజారు ద్వారా కూరగాయల్ని విక్రయిస్తున్నారు. ప్రయోగాత్మకంగా ఒక వాహనంతో ప్రారంభించిన సంచార రైతుబజారు పెళ్ల వినియోగదారులు చూసిన ఆదరణను బట్టి ఇప్పుడు ఏడు సంచారవాహనాల్లో వినియోగదారులకు ముమ్మరంగా కూరగాయలందించడం జరుగుతోంది. వచ్చే వారం మరో వాహనం కూడా ప్రారంభించాలని నిర్ణయించటం జరిగింది.

## రైతు బజార్ - ధరల విశ్లేషణ :

రైతు బజార్ ధర కంటే కిలో ఒక్కొక్కటి గరిష్టంగా 2 రూపాయలు పెంచి సంచార రైతు బజారు ద్వారా విక్రయించటం జరుగుతోంది. ఈ ధరలు రిటైర్ మార్కెట్ ధరల కంటే కనీసం 20 శాతం దాకా తక్కువగా వుంటున్నాయి.

ఉదాహరణకు 5-2-2003 న చేపిన ధరల వ్యత్యాసాన్ని ఈ క్రింద వివరించటం జరిగింది.



వ.నెం.	క్షయదాయ పేరు	విక్రయించిన పరిమాణం	దరలు రూ॥లో కిలో 1 కి)			రిటైర్ మార్కెట్ కు సంచార రైతు బజార్ ధరలో వ్యత్యాసం
			రిటైర్ మార్కెట్	రైతు బజారు	సంచార రైతు బజారు	
1.	బమెల	6	8.00	3.00	5.00	3.00
2.	వంకాయ	4	8.00	4.00	5.00	3.00
3.	క్యాబేజీ	6	9.00	5.00	7.00	2.00
4.	క్యారెట్	6	10.00	4.00	6.00	4.00
5.	టొండ	4	9.00	5.00	7.00	2.00
6.	టెండకాయ	6	14.00	10.00	12.00	2.00
7.	ఉల్లిపాయలు	6	8.00	4.00	6.00	2.00
8.	బంగాళదుంప	6	9.00	5.00	7.00	2.00

సంచార రైతు బజారు వాహనాలు సంచరించాల్సిన ప్రాంతాలను గుర్తించడం జరిగింది. అలాగే సంచార వాహనాల ద్వారా కూరగాయల్లో విక్రయించే రైతులకు గ్రూపుల వారీగా పగ్గీకరించడం జరిగింది. ఈ గ్రూపులు వారం వారం మారుతూ వుంటాయి. అలాగే గ్రూపుల్లోని రైతులు కూడా మారుతూ వుంటారు. కేవలం కూరగాయలు మాత్రమే గాక తాజా పండ్లను, ఆకు కూరల్ని కూడా సంచార రైతు బజార్ల ద్వారా విక్రయించడం జరుగుతోంది. అలాగే కర్నూలు, అనంతపూర్ జిల్లాల నుండి మార్కెటింగ్ శాఖ ద్వారా కొనుగోలు చేసిన బొప్పాయిలు, అలాగే మదనపల్లి, కర్నూలు నుండి తెప్పించే బమెలాలను కూడా సంచార రైతు బజార్ల ద్వారా విక్రయించడం జరుగుతోంది. అక్టోబర్ 2వ తేదీన ప్రారంభమైన సంచార రైతు బజారు ఇప్పటికీ ఏడు వాహనాలకు విస్తరించింది. త్వరలో ఏటా సొంఖ్య మరింత పెరిగే అవకాశముంది. ఎర్రగడ్డ సంచార రైతు బజార్ స్పార్టితో జనవరి 26 రిపబ్లిక్ నందర్బంగా విజయవాడ స్పూట్ మైదాన్ రైతు బజారులో కూడా సంచార రైతు బజార్ ను ప్రారంభించటం జరిగింది. త్వరలోనే ఖమ్మం, వరంగల్ లో కూడా సంచార రైతు బజార్లు ప్రారంభించడానికి కృషి జరుగుతోంది. రైతు బజార్ ఎస్టేట్ అధికార్లు, సిబ్బంది చొరవ లేకపోవటం వల్ల ఇతర రైతు బజార్లలో సంచార రైతు బజార్లు ప్రారంభం కావటం లేదు. రైతులకు మరింత మేలు కలుగజేయాలంటే సంచార రైతు బజార్ల ఏర్పాటు అవసరం ఎంతో వుంది. ఎర్రగడ్డ రైతు బజారులో అక్టోబర్ 2వ తేదీన ప్రారంభమైన సంచార రైతు బజారు ద్వారా ఫిబ్రవరి 2003, మొదటి వారం వరకు 7,794 క్వింటాల్ల కూరగాయల్ని విక్రయించటం జరిగింది. దీనివల్ల 3112 మంది రైతులకు రైతు బజార్ దర కంటే అదనంగా 7,79,400 రూపాయలు లభించాయి.



## సంచార రైతుబజార్ పట్ల వినియోగదారుల స్పందన

“కూరగాయలు తాజాగా వున్నాయి, ధరలు కూడా చౌకగావున్నాయి, దయచేసి సంచార రైతుబజార్ ను కొనసాగించండి”.

- శ్రీ సాయివిష్ణు అపార్ట్ మెంట్ నివాసులు  
దోమర్ గూడ

“చౌక ధరలకు తాజా కూరగాయలు అందిస్తున్నారు”.

- శ్రీ సి.వి.జి.కృష్ణ, 1-2-45/1, దోమర్ గూడ.

“కూరగాయలు తాజాగా వున్నాయి. ప్రైవేట్ సరఫరా చేయాలి. ఇంటింటికి సరఫరా చేయగలిగితే ఇంకా బాగుంటుంది”.

- శ్రీ డి.ఎస్.కృష్ణ, 5-9-84, చాచర్ రోడ్.

“మంచి ప్రయత్నం”

- శ్రీ ఎస్.కె.కనోరియా, మినర్వా అపార్ట్ మెంట్స్, బహిర్ బాగ్.

“సంచార రైతుబజార్ ను గాంధీనగర్ కు కూడా విస్తరించండి”.

- శ్రీ రఘు, 1-1-40౦/8, గాంధీనగర్.

“ధరలు ఇంకా కొద్దిగా తక్కువగా ఉంటే బాగుంటుంది”.

- శ్రీమతి రామలక్ష్మి, ఆకోక్ నగర్.

“ఇలాంటి మంచి ఫలితాన్ని మధ్యలో నిలిపివేయడం”

- శ్రీమతి రమణి, ఎస్.ఆర్. నగర్.

“కూరగాయలు మంచిగున్నాయి”.

- శ్రీమతి రామలక్ష్మి, రాజీధవన్ మక్కా.

GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT

From  
V.M.Manohara Prasad, I A S.  
Director of Marketing,  
Govt. of Andhra Pradesh,  
Hyderabad.

To  
All the District Collectors in the State.

Sir,

Lr.No. RBZ/Unit-21-93-02. Dated: 2006-2003.

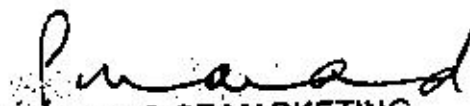
Sub:-Rythu bazars- Check Memo for establishment  
New Rythu Bazars in the State to be followed-  
Regarding.

Some Rythu Bazars are not functioning satisfactorily due to unsuitable location which is inconvenient to the farmers and consumers. Thus the expenditure incurred for construction of infrastructure and maintenance of Rythu Bazars has become unfruitful. Some of the permanent Rythu Bazars are still idle.

Whenever any proposal for establishing a permanent Rythu Bazar is sent, it is very important to examine thoroughly, all aspects of its feasibility and also its sustainability.

All Collectors are requested to examine the proposal for a new Rythu Bazar thoroughly ~~and~~ before sending it. The basic information in the enclosed proforma should be sent with it.

Yours faithfully,

  
DIRECTOR OF MARKETING

Copy to Joint Collectors in the State for necessary action.

hq4

## FUNCTIONAL MANUAL ON RYTHU BAZARS

### 1. Concept:

Andhra Pradesh is the second largest producer of fruits, vegetables and flowers in the Country. The predominantly grown fruit crops are mango, banana, cashewnut, sapota, guava and pomegranate. Brinjal, lady's finger, onions, tomatoes, beans and gourds are the major vegetables produced in the State.

- 1.1 Regulated Market Yards for fruits and vegetables are functioning only at few centers in the State. The Marketing system for fruits and vegetables is in the hands of middlemen. Middlemen exist at various levels between the farmer and the consumer and exploit through malpractices in weighments, handling and payments.
- 1.2 The farmer's share in the consumer's rupee is estimated to be just 40 paise. In addition the estimated losses in handling of vegetables in the traditional channel of marketing is about 30 to 35%.
- 1.3 Large number of small farmers are unable to effectively bargain for a better price in the wholesale markets. Inefficiencies in wholesale markets result in a long chain of intermediaries, multiple handling, loss in quality and increase the gap between producer and consumer prices. Intermediaries and system inefficiencies consume a disproportionate share of consumer prices. Large number of small retailers, each handling small quantities, create high overheads leading to high margins on produce. Rythu Bazars will operate outside the purview of Agrl. Market Committees to be managed by Estate Officers and under the control of Joint Collectors.

- 1.4 It was therefore felt necessary to evolve an alternate marketing strategy where both growers and consumers are benefited through Rythu Bazaars. Rythu Bazaars are thus planned for direct interface between the farmers and the consumers eliminating middlemen. Rythu Bazaars, if function effectively, can act as price stabilisation centres.

## **2. OBJECTIVES:**

The objectives are

- 2.1 To ensure remunerative prices to the farmers and provide fresh vegetables to consumers at reasonable rates fixed everyday.
- 2.2 Facilitate prompt realization of sale proceeds to farmers without any deductions.
- 2.3 Curb malpractices in weighments – provide vegetables with correct weighments to consumers.
- 2.4 Provide direct interface between farmers and consumers – eliminating intermediaries in trade.

## **3. LOCATION OF RYTHU BAZARS:**

Rythu Bazaars are located on Government lands identified by the District Collectors. The location shall have to be convenient both for the farmers and consumers. The criteria for opening of new Rythu Bazaars are the availability of atleast one acre of land in strategic locations, and identification of 250 vegetable growing farmers including 10 groups.

#### **4. INFRASTRUCTURE FACILITIES:**

Required infrastructure is provided in all Rythu Bazars with funds of Agricultural Market Committees. The temporary structures in Rythu Bazars are replaced by semi permanent structures to provide adequate protection against sun/rain to the producers and the users alike.

The Rythu Bazars shall have to ensure:

- 4.1 Adequate number of Sheds for farmers to sell their produce.
- 4.2 Adequate arrangements for supply of drinking water.
- 4.3 Toilet facilities with proper sanitation
- 4.4 Proper arrangements for parking of vehicles.
- 4.5 Arrangements for removal of garbage and cleaning the Market by local body.
- 4.6 Facilities for storage of unsold produce like Zero Energy Cool chambers.
- 4.7 Weighing scales should be provided to all the farmers with proper arrangements for issue and collection.

#### **5 IDENTIFICATION OF FARMERS/VILLAGES.**

Proper Identification of a cluster of villages and genuine farmers and their marketing linkage to Rythu Bazars is key to the successful functioning of a Rythu Bazar.

#### **6. VILLAGES:**

- 6.1 It is desirable to identify the farmers from a cluster of 10-15 predominantly vegetable growing villages to enable provision of horticulture services, inputs and transportation arrangements to the Rythu Bazars effectively.

- 6.2 Horticulture Department may identify such clusters immediately for all the Rythu Bazars.

7. **FARMERS:**

Identification of farmers shall be done jointly by a team consisting of

- (1) M.R.O.
- (2) Horticulture Officer/Consultant
- (3) Agricultural Officer, in the villages.

In the absence of Horticultural Officer/Consultant services of Assistant Director, Agriculture may be utilised.

- 7.1 The team should finalise the schedule of visits to the villages and publicise it adequately among the vegetable growing farmers.
- 7.2 As per the schedule the team should visit the villages and convene a meeting of vegetable growing farmers.
- 7.3 In the meeting they should explain about the advantages of the Rythu Bazars to the farmers through provision of
- a) Horticultural services
  - b) Seed supply at subsidized rates
  - c) Transportation arrangements
  - d) Price mechanism
  - e) Elimination of middlemen
- to motivate them to reap the benefits.
- 7.4 After the meeting, the team should visit fields of the willing farmers and issue temporary identity cards on the spot.
- 7.5 Temporary identity cards issued should be replaced by

laminated photo identity cards within a week.

- 7.6 Tenants may also be given identity cards on field verification.
- 7.7 Farmers may be formed into groups as per their choice. It may be explained to them that each group can send one or more members on rotation for sale of vegetables in Rythu Bazars. They may also be extended the benefits given to the Self Help Groups by the government.

## **8. ISSUE OF PHOTO IDENTITY CARDS:**

Identity cards should contain the following details:

- a) Name of the farmer
  - b) Address
  - c) Extent of land
  - d) Vegetables grown
  - e) Photograph of farmer/ farmer with his family members/and/ or farm servant.
  - f) In case of farmers groups, photograph of the group members.
- 8.1 Photograph must be attested by Horticultural Consultant.  
Identity Card must be laminated
  - 8.2 Register containing the details of the Identity Cards issued shall be maintained with horticultural consultant and estate officer.
  - 8.3 Validity of Identity cards shall be six months from the date of issue.
  - 8.4 Renewal of the Identity cards shall be completed atleast 15 days before expiry.

9. **ALLOTMENT OF SHOPS TO FARMERS BY ESTATE OFFICER**

Only the farmers/groups with valid photo identity cards should be allowed to sell in Rythu Bazar.

- 9.1 The Daily allotment of shops shall be on First Come First Serve basis on rotation.
- 9.2 No one shall be allowed to occupy the same shop continuously.
- 9.3 Farmers shall not be allowed to reserve the shop by keeping vegetables in the night.

10. **PREVENTING THE ENTRY OF MIDDLEMEN**

- 10.1 Adequate participation of farmers is the best way to prevent the entry of middlemen.
- 10.2 The entry of middlemen (retailers / wholesalers) defeats the purpose of setting of Rythu Bazars.
- 10.3 No seller shall be allowed to enter into Rythu Bazar without valid photo identity card.
- 10.4 If any farmer comes to Rythu Bazar without any identity card, he should be directed to Horticulture Consultant for obtaining the identity card.
- 10.5 The bogus identity cards shall be cancelled immediately.
- 10.6 Farmers should be allowed to sell the vegetables grown by them only.
- 10.7 Proper selection of Self-Help Groups.
- 10.8 Self-help Groups to sell only those vegetables which are not grown in the District and other essential commodities supplied by the Government Agencies.



- 10.9 Taking deterrent action against the persons responsible for issuing cards to ineligible persons.
- 10.10 Estate Officer will be held responsible for allowing persons without proper identity cards.
- 10.11 Frequent surprise inspections by Joint Collector and others and leaving their remarks in the inspection register without fail.

**11. TRANSPORT ARRANGEMENTS:**

Joint Collectors have to ensure adequate transport arrangement in consultation with APSRTC after ascertaining specific requirement from the estate officers and farmers.

This may be reviewed once in 15 days.

**12. SANITATION:**

- 12.1 The premises should be kept neat and clean.
- 12.2 Removal of garbage, cleaning the market, maintenance of toilets may be entrusted to the local body, private agency, or Self-help Group.
- 12.3 Required funds for the above may be met from the income generated through auction of parking space, canteen, etc.
- 12.4 Farmers and Self Help Groups should clean the space allotted to them and put the garbage at the places specified.
- 12.5 Funds allotted to Rythu Bazars wherever necessary may be utilised for proper sanitation in the market.

**13. PRICE FIXATION:**

- 13.1 The price fixation in Rythu Bazars shall be through a committee of farmers and the Estate Officer.

- 13.2 Adequate care should be taken to fix the prices realistically. If the prices in Rythu Bazars are higher than the local market rate, there is no incentive to consumers. And if the prices fixed are lower than the wholesale market rates there is no incentives to farmers.
- 13.3 The prices generally in Rythu Bazars shall have to be 25% above the wholesale rates and 25% less than the local retail price.
- 13.4 Marketing Department shall provide the wholesale prices to Estate Officer for realistic price fixation.
- 13.5 Estate Officer should also make his efforts to obtain the wholesale and retail prices.
- 13.6 Whenever Marketing Department is not able to provide wholesale prices by 6.00 A.M in the morning, previous day's wholesale price may be used.
- 13.7 For the different varieties (clearly distinguishable) of the same vegetable, different sale price may be fixed.
- 13.8 The Estate Officers shall ensure that prices are displayed prominently at strategic locations.
- 13.9 The Estate Officers shall ensure strict enforcement of prices fixed.
- 13.10 All disputes relating to sale of vegetables shall be resolved by the Estate Officers.

#### **14. LEASE OF STRUCTURES / PARKING SPACE :**

- 14.1 Rythu Bazars should generate sufficient income for maintenance through auction of parking space, canteen etc.
- 14.2 Joint Collector is the competent authority for finalisation of auction.
- 14.3 The money realised by way of auction shall be credited to Rythu Bazar funds and the funds can be used for the purpose of

1. Sanitation.
2. Drinking water facilities.
3. Purchase and repairs of weighing scales, and maintenance of Rythu Bazars.

The Estate officers shall maintain proper accounts / cash books etc.

**15. Duties of the Estate Officers :**

- 15.1 The Estate Officers are responsible for
- 15.2 Upkeep and maintenance of Rythu Bazars.
- 15.3 Daily allotment of space on First Come First Serve (FCFS) basis.
- 15.4 Provision of weighing scales to farmers daily and collecting them back in the evening.
- 15.5 Formation of price fixation committees.
- 15.6 Convening of the price fixation committee meetings everyday morning for realistic price fixation.
- 15.7 Price fixation.
- 15.8 Ensure sales at the prices fixed.
- 15.9 Conducting a meeting of all farmers once in a week to assess the functioning and to take course corrections and send the minutes to Joint Collector and Director of Marketing.
- 15.10 Prominent display of prices at strategic points.
- 15.11 Use of public address system for announcement of prices.
- 15.12 Prevention of entry of middlemen.
- 15.13 Cleanliness / sanitation.
- 15.14 Proper supply of power and water.
- 15.15 Proper transport facilities to farmers.

- 15.16 Proper recording of daily arrivals and sales.
- 15.17 Prompt furnishing of returns and reports to the Joint Collectors / Director of Marketing.
- 15.18 Encourage sale of vegetables not grown locally by the Self-Help Groups.
- 15.19 Ensure that the farmers sell vegetables mentioned in the identity card.
- 15.20 Co-ordinate with Horticulture officers / consultants in timely distribution of seed material / inputs to promote Horticulture production.
- 15.21 Prevent entry of antisocial elements especially in the nights.
- 15.22 Proper maintenance of Accounts and inspection Register.
- 15.23 Settle disputes arising on account of quality, price etc between sellers and purchasers.
- 15.24 Lease of space for parking / canteen etc and realisation of lease amounts.
- 15.25 Organise proper watch and ward.
- 15.26 Prompt action on adverse news items relating to Rythu Bazars.
- 15.27 Problems of transportation, middlemen, requirement of additional infrastructure and other problems may be taken to the notice of Joint Collectors as and when necessary.

## **16. ROLE OF HORTICULTURAL CONSULTANTS:**

- 16.1 Adequate participation of farmers is sine-qua-non for the successful functioning of Rythu Bazars and this is the primary responsibility of Horticultural Consultant. Therefore, Horticulture Consultant should motivate, identify and ensure regular attendance of vegetable growers to reap the benefits of Rythu Bazars.
- 16.2 Visiting Rythu Bazars regularly and assess the daily requirement of

vegetables.

- 16.3 Based on the requirements, action plan should be prepared for production and regular supply of vegetables by identifying required number of farmers.
- 16.4 Regular visits to identified villages and providing pre/post harvest consultancy to the identified farmers.
- 16.5 Timely supply of quality seeds at subsidised prices to the farmers.
- 16.6 To guide the farmers in production of off-season vegetables.
- 16.7 To organise training to vegetable growers.
- 16.8 To maintain farmer-wise, village-wise, Mandal-wise area under different vegetables and varieties and quantities produced and sold in Rythu Bazars.
- 16.9 Assist the Estate Officer in managing Rythu Bazar.
- 16.10 To interact and coordinate with personnel of Agriculture, Horticulture and Marketing departments.
- 16.11 To maintain tour diary and submit monthly diaries to Estate Officer, Assistant Director of Horticulture and Joint Collector.
- 16.12 Assistant Director of Horticulture/Deputy Director of Horticulture shall send a fortnightly report after inspection(s) in the prescribed proforma to commissioner Horticulture, Director of Marketing and Joint Collector.

## **17. ROLE OF AGRICULTURE OFFICERS**

- 17.1 The Agriculture Officers shall co-ordinate with Horticulture Consultants in the distribution of Seed/Implementation of Horticulture production plan.
- 17.2 Motivate farmers in disposal of produce in Rythu Bazars.
- 17.3 Coordinate with Horticulture Consultant in proper identification of Villages/Farmers for Rythu Bazars.

17.4 Co-ordinate with Horticulture Consultant/Estate Officer in elimination of Middlemen in Rythu Bazars.

17.5 Coordinate Estate Officers in managing Rythu Bazars.

**18. ARRANGEMENTS FOR SALE OF VEGETABLES NOT GROWN LOCALLY.**

18.1 Vegetables grown within the district to be sold only by the farmers.

18.2 Rythu Bazars have to ensure availability of all vegetables whether grown locally or not.

18.3 The import and sale of vegetables not grown locally or not grown in that season may be organised through self help groups.

18.4 Self help groups shall not be allowed to sell the vegetables grown within the district.

18.5 District administration should assist the self help groups in procuring vegetables through proper tie ups.

18.6 The daily return of transactions at all Rythu Bazar are made available through computer net work to aid decision making in the transport of vegetables from the low price areas.

**19. SALE OF ESSENTIAL COMMODITIES IN RYTHU BAZARS:**

19.1 All essential commodities except rice may be sold through self help groups.

19.2 Sale of rice at reasonable prices may be organised through the rice Millers Associations.

19.3 Sale of essential commodities viz., Rice, Oils, Pulses, Tamarind, Dry chillies and Onions to be organized at all Rythu Bazars.

- 19.4 Govt. agencies (Civil Supplies Corporation, OILFED, MARKFED) shall sell their commodities through Self Help Groups.

**20. SELF-HELP GROUPS:**

- 20.1 Care should be taken to ensure that the Self Help Group functions as a group and not as an individual in the conduct of transactions.
- 20.2 They shall sell only those Vegetables not grown in the District.
- 20.3 Self Help Groups should be encouraged to sell the vegetables not grown locally and other essential commodities in the Rythu Bazars.
- 20.4 Joint Collector should select Self Help Groups in consultation with PD, DRDA and Municipal Commissioner based on group activity, savings amount in the bank and their willingness to work for lower profit margins.
- 20.5 Selected groups should function with active participation of all the members of the group and not by one or two individuals.

**21. MAINTENANCE OF REGISTERS/RECORDS.**

- 21.1 The Estate Officers shall ensure proper maintenance of Registers/Records Reports and inspection register.
- 21.2 Furnish daily reports of transactions as per format appended before 11.00 A.M.
- 21.3 Furnish weekly returns of transactions as per proforma on every Friday.
- 21.4 Report fortnightly on 1<sup>st</sup> and 16<sup>th</sup> of every month particular of as per proforma as check memo on Rythu Bazar.
- 21.4 Maintain the following Registers as per the format appended
- 1) Register of inspections

- 2) Register of Farmers
- 3) Register of Dead stock
- 4) Register of Self-help Groups.
- 5) Accounts Register.

## **22 CONSTRUCTION OF PERMANENT RYTHU BAZARS:**

- 22.1 Keeping in view the present and future requirements and the response from the farmers and consumers, permanent Rythu Bazars are planned at all the centres.
- 22.2 An area of 1.00 acre is essential for construction of Rythu Bazars.
- 22.3 Construction of permanent Rythu Bazars is entrusted to APIIC for speedier execution.
- 22.4 The permanent Rythu Bazars shall be occupied as and when execution is completed.

## **23. COMMUNICATION FACILITIES :**

- 23.1 Telephone, Fax and Computers should be installed in all Rythu Bazars.
- 23.2 The Estate Officers shall use the above for prompt submission of returns and receipt of information for better management.
- 23.3 Networking of all Rythu Bazars enable Estate Officers in realistic price fixation and helps the farmers, Self Help Groups in taking advantage of the prevailing prices in different markets.

## **24. TRAINING:**

Commissioner, Horticulture and Director of Marketing shall organise training programs at periodic intervals for Estate Officers and Horticulture Consultants.



**25. ROLE OF JOINT COLLECTORS:**

- 25.1 Joint Collectors are responsible for the effective functioning of Rythu Bazars in the district.
- 25.2 The Joint Collectors shall hold periodical meetings with farmers/ Consumers and take corrective measures.
- 25.3 Appointment of Estate Officers and Horticulture Consultants.
- 25.4 Holding weekly meetings with Estate Officers.
- 25.5 Inspection of atleast one Rythu Bazar every week.
- 25.6 Coordinate with APSRTC officials for adequate transport arrangements.
- 25.7 Ensure proper co-ordination of Agriculture, Horticulture, Revenue, Marketing, Transport and Local Bodies for the smooth functioning of the Rythu Bazar.

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**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

**Marketing Department - Establishment of Rythu Bazars, Maintenance and effective functioning - Instructions - Issued.**

**AGRICULTURE AND COÖPERATION (MKTG.) DEPARTMENT**

G.O.Ms.No.33.

Dated: 10-02-1999.

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**ORDER:**

Rythu Bazars have been established at various places all over the State including all District Headquarters. To ensure that the Rythu Bazars function on sound lines, Government have reviewed the system and the following instructions are issued before starting some more Rythu Bazars for the benefit of the farmers of Andhra Pradesh.

1. At the State Level Commissioner and Director of Marketing will be responsible for the implementation of the programme.
2. At District Level the District Collector will be responsible for the success of the programme.
3. The Joint Collector will be responsible for the effective functioning of the Bazars, will frequently inspect them and review their performance.
4. There will be a full time Estate Officer to be appointed for each Rythu Bazar who will be responsible for proper running of the Bazar. He will privatize the various services required for the successful running of the Bazar; these will include provision of trolleys for moving vegetables, cleaning the premises, cleaning the toilets, providing drinking water, providing light etc.,
5. Prices shall be fixed every day in consultation with the farmers keeping in mind the wholesale and retail prices. These shall be prominently displayed in the Rythu Bazar.
6. The number of Rythu Bazars will be increased to 500 within 6 months after stibilisation of the existing bazars, in suitable locations.
7. For starting new Rythu Bazars, Government land, land surrendered under land ceiling, Municipal land or land belonging to any government Department or Institution can be taken. However when land belong to a Institution covered by a compound wall is taken the demarcation of the land should be done in consultation with the concerned Head of the Institution so that the functioning of the Institution is not disturbed.
8. Joint Collectors shall send weekly reports to the Commissioner and Director of Marketing on the functioning of the Rythu Bazar

Government accord the utmost importance to this programme which will be reviewed also by the Cabinet-Sub-Committee for Rythu Bazars every week. The Council of Ministers or Chief Minister will also review the functioning of the Rythu Bazars.

The Commissioner and Director of Marketing, District Collectors and Joint Collectors shall take all necessary action to ensure the effective functioning of the Rythu Bazars on sound lines.

LALIT MATHUR

PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner and Director of Marketing, A.P., Hyderabad.

The Commissioner and Director of Agriculture, A.P., Hyderabad

The Director of Horticulture, A.P., Hyderabad.

All the District Collectors.

All the Joint Collectors.

All other Heads of Departments in the State.

The Commissioner Municipal Corporation, Hyderabad.

The Director of Municipal Administration, A.P., Hyderabad

The Managing Director, A.P.S.R.T.C., Hyderabad.

Copy to:

All Departments of Secretariat.

The Commissioner, I & PR Department, A.P., Hyderabad.

SF/SC

// Forwarded by Order //

## GOVERNMENT OF ANDHRA PRADESH

**From:**  
Chief Secretary to Government,  
Andhra Pradesh.  
A.P.Secretariat,  
Hyderabad

**To:**  
All Dist. Collectors/  
Jt. Collectors.

**Lr.No.RBZ/99/99, Dt.09-03-1999.**

**Sub: Improving the functioning of Rythu Bazars - Reg.**

.....

Rythu Bazars have become immensely popular with the farmers and the consumers all over the State. At the sametime, some defeciencies have come to our notice in the functioning of Rythu Bazars. There is therefore every need to set right these defeciencies and improve the functioning of the Rythu Bazars.

The following instructions are therefore issued for immediate action.

1. The number of farmers identified for almost all the Rythu Bazars is not enough. More number of farmers will have to be identified. Otherwise the flow of vegetables in the coming off season months will come down affecting the functioning of Rythu Bazars.
2. Great care should be taken while issuing Photo Identity Cards. Only the genuine farmers shall be given these cards. It has come to our notice that some people who are not farmers have also managed to get the Photo Identity Cards. These cards should be taken back and cancelled or destroyed.
3. Strict verification of Photo Identity Cards must be made at the entry points of Rythu Bazars before admitting them into the Rythu Bazars for the sale of their

vegetables. Traders who try to enter the Rythu Bazars on the sly shall not be allowed into the Rythu Bazars. As a matter of fact nobody without the Photo Identity Cards shall be allowed into the Rythu Bazars. As the middlemen are reported to be making all efforts to sabotage the functioning of the Rythu Bazars great care shall be taken in this regard.

4. Farmers belonging to one District can be allowed to sell their vegetables in the near by Rythu Bazars of neighbouring District according to their convenience. They shall however carry the Photo Identity Cards given to them for example, farmers of Shadnagar can sell in Ranga Reddy District Rythu Bazars and farmers of Hanuman Junction can sell in Elur.
5. Efforts must be made to produce vegetables during the off season months so that the flow of vegetables into the Rythu Bazars during those months is maintained at the present level. Advance planning shall be taken by all concerned for this purpose.
6. In the beginning, when the Rythu Bazars were started there was a marked difference in the prices prevailing in the Rythu Bazars and in the local retail markets. This difference has now come down. Now there is not much of a difference in these prices. Instructions were issued to fix prices in the Rythu bazars involving the farmers everyday, after collecting the information relating to the prices in the local wholesale and retail markets. The prices prevailing in the Rythu Bazars must be more than the local wholesale markets prices and less than

the retail prices, so that both the farmers as well as the consumers stand to gain. If this is not done and if there is not much of a difference in prices of Rythu Bazar and the retail markets, the very purpose of Rythu Bazars will get defeated. If the prices in Rythu Bazars are nearer local wholesale market prices, there is no incentive to farmers to bring their produce to Rythu Bazars. If the prices in Rythu Bazars are nearer local retail market prices, there is no incentive for consumers to come to Rythu Bazars. So there is need for judicious price fixation.

Self-help groups should be involved to purchase vegetables not available in Rythu Bazars either from the wholesale market or from the producing areas and sell them in the Rythu Bazar.

8. If you have not appointed the Estate Officers so far, please take action immediately to appoint the Estate Officers. Only people with competence and aptitude shall be taken. They shall be taken on contract basis so that if they are found wanting in their work they can be removed at any time.
9. Some supporting staff also may be necessary for Rythu Bazars. Absolutely minimum number of people shall be taken and that too on contract basis.
10. A sum of Rs. 1.00 lakh is released by the Commr. & Director of Marketing for all Rythu Bazars. This amount shall be used for paying salaries to the staff appointed

for Rythu Bazars. Proper account shall be rendered for this amount to the Commr. & Director of Marketing periodically.

11. As soon as this amount is spent you can render the full account of the expenses and seek replenishment of the amount from the Commissioner & Director of Marketing.
12. Please maintain registers to record names of farmers coming to the Rythu Bazars, quantities of vegetables brought, quantities sold, rates at which sold, rates prevailing in the local wholesale and retail markets and in Rythu Bazars etc., etc., and furnish this information to the Commissioner & Director of Marketing every week.
13. You must hold meetings periodically with the farmers and the consumers, find out their views and take steps for improving the working of the Rythu Bazars.
14. Zero Energy Cooling Centres must be put up at all Rythu Bazars for keeping the left over vegetables. Selfhelp groups can be permitted to setup these centres and collect hire charges. Steps also may be taken to explore the possibilities of establishment of small cold storage plants, by private parties.
15. Presently, all the Rythu Bazars are housed in temporary structures. Since Rythu Bazars are serving a great cause, namely helping the farmers as well as the consumers, there is a need to put up pucca structures on the lines of Rythu Bazar

at Erragadda. Please identify suitable sites of 1 - 2 acres and inform the Commissioner & Director of Marketing at the earliest for taking necessary action to construct pacca structures at those sites.

16. Proper accommodation should be provided to the Estate Officers and for locating extension education centres at Rythu Bazars.
17. It is also necessary to have adequate communication facilities in all the Rythu Bazars. Towards this end Rythu Bazars should be provided with Fax machines and Public Call Offices.

Rythu Bazars need to be closely monitored atleast for a period of 6 months initially, till they stabilise themselves. Your involvement and that of the Jt. Collector and other senior officers for a period of atleast 6 months is very essential. Please constitute a small committee for every Rythu Bazar who should be made totally responsible for overseeing the functioning of the Rythu Bazars.

Yours faithfully,

Sd/-V.Ananda Rau,  
Chief Secretary

//F.B.O//

  
Assistant Director of Marketing.



**GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF MARKETING.**

**From:**  
**G.P.Reddaiah, I.A.S.,**  
**Commissioner & Director of Marketing**  
**Government of Andhra Pradesh,**  
**Hyderabad.**

**To:**  
**All the Collectors /**  
**Joint Collectors.**

**Lr.No.RBZ/29/99, Dt. 30-03-1999.**

**SubL- Rythu Bazars - Mobilisation of funds for running the Rythu Bazars  
- Regarding.**

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The Cabinet Sub-Committee on Rythu Bazars which met on 11-03-99 has decided to mobilise funds for running the Rythu Bazars by allotting canteen, cycle stand, scooter stand, tea stalls etc., etc., by auction.

All the Collectors / Joint Collectors are requested to let-out the canteen, tea stalls, cycle stand and scooter stand in open auction and mobilise resources for the Rythu Bazars.

Yours faithfully,  
**Sd/- G.P.Reddaiah**  
**Commissioner & Director of Marketing.**

//F.B.O//

  
**Assistant Director of Marketing.**

**Government of Andhra Pradesh  
Department of Marketing**

No. RBZ/112/99 Dated: 24.3.99

From :  
G.P. Reddaiah, I.A.S.,  
Commissioner & Director of Marketing  
Govt. of Andhra Pradesh  
Hyderabad.

To  
All the District Collectors.

Sir,

Sub:- Sale of Fruits in Rythu Bazars – Reg.

\*\*\*\*\*

The Hon'ble Chief Minister wants sale of Fruits in Rythu Bazars. We can allot a few stalls in Rythu Bazars for the sale of Fruits. However the sale of Fruits should be by the producers of the fruits only and not by the middlemen. Steps taken and the results there of may be reported at the earliest.

Yours faithfully,  
Sd/- G.P. Reddaiah,  
Commissioner & Director of Marketing

// F.B.O//

Sd/-,  
Asst. Director of Marketing

GOVERNMENT OF ANDHRA PRADESH

From:  
Dr.D.Sambasiva Rao, I.A.S.,  
Director of Marketing,  
Govt. of A.P.,  
Hyderabad.

To  
The All Collectors,  
in the State.

Lr.No.RBZ-294/99, dated 7.7.99.  
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Sir,

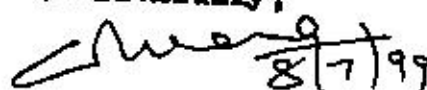
Sub:- Rythu Bazars - Sale of Non-Timber  
products in R.Bs. - Reg.

Ref:- Lr.No.26163/99/PIC/II/1, dated  
25.6.99 of Prl.Chief Conservator of  
Forests "ARANYA BHAVAN" A.P., Hyd.

The Honourable Chief Minister while addressing  
the members of Vanasamrakshana Samithi at Hyderabad  
on 14.6.99 announced that the Non-Timber Forest pro-  
ducts would be allowed for sale in the Rythu Bazars.

All the Collectors are requested to allow the  
members of Vanasamrakshana Samithi to sell Non-Timber  
Forest products in the Rythu Bazars, as and when any  
request is made from Forest Department.

Yours faithfully,



for Director of Marketing.

8/7/99

Copy to the Prl.Chief Conservator of  
Forests "Aranya Bhavan" A.P.,  
Hyderabad.

t/-

**GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF MARKETING**

From:  
Dr.D.Sambasiva Rao, I.A.S.,  
Director of Marketing,  
Govt., of Andhra Pradesh  
Hyderabad.

To:  
All District Collectors  
in the State.

Lr.No.RBZ/405/99, Dt.22-12-99.

Sub:- Rythu Bazars - Allotment of Stall to the Farmers in Rythu  
Bazars - Regarding.

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Instructions have been issued earlier for allotment of stalls in the Rythu Bazars to the farmers on First come First serve basis.

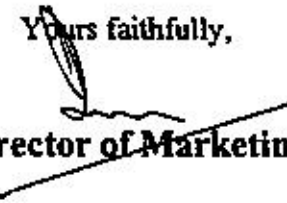
It is reported that in some Rythu Bazars the stalls are allotted to the farmers who come to sell vegetables, on lottery basis and also by following some other methods which is highly irregular, and leading to lot of criticism.

Therefore, all the District Collectors are once again requested to allot the stalls to the farmers on First come First serve on rotation basis every day in the morning.

It may be ensured that no farmer shall occupy the same stall everyday.

These guidelines may be followed scrupulously.

Yours faithfully,

  
**Director of Marketing**

To  
Copy to all Joint Collectors in the State.  
Copy to all Estate Officers in the State.

GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF MARKETING

From  
Dr.D.Sambasiva Rao, I.A.S.,  
Director of Marketing,  
Govt., of A.P.,  
HYDERABAD.

To  
All Collectors /Jt.Collectors  
in the State.

Lr.No.R37/52/2000, dated : 14.02.2000

Sir,

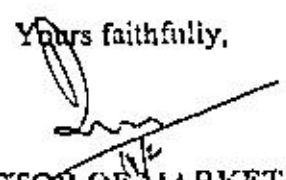
Sub:- Rythu Bazars - ~~Audit~~ of Accounts - Reg.,

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The funds for maintenance/management of Rythu Bazars in the State are provided by Marketing Department. The Central Market Fund with the Department and the funds of Agriculture Market Committees are utilized for this purpose. The Accounts of Agriculture Market Committees in the State are subject to audit every year by L.F. Department, as per the Act. The audited statements of accounts are required in respect of releases made by the Market Committees and Central Market Fund;

I therefore request you to kindly get the financial audit of all Rythu Bazars done at the earliest by using a professional agency at the District Level and furnish the audited statement of accounts to this office within 15 days.

Yours faithfully,

  
DIRECTOR OF MARKETING

Copy to the Principal Secretary to Govt.,(Coopn & Mktg), A.P., Hyd.  
Copy to the P.S. to Hon'ble Chief Minister

**GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF MARKETING**

From  
Dr.D.Sambasiva Rao, I.A.S.,  
Director of Marketing,  
Govt., of A.P.,  
Hyderabad

To  
All the Joint Collectors  
in the State

Lr.No.RBZ/108/2000, Dated.2.6.2000

Sir,

Sub: Rythu Bazars – Sale of Rice through Rice Millers Association and  
other essential Commodities by Self Help Groups in Rythu Bazars –  
Reg.


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It has come to our notice that some of the Joint Collectors are collecting rent for the stalls allotted to Rice Millers Association and Self Help Groups in the Rythu Bazars.

Rice Millers Associations and Self Help Groups are encouraged to sell commodities with the objective of making all commodities available in the Rythu Bazars at reasonable prices which shall be substantially lower than the retail prices.

All the Joint Collectors are therefore informed that they should not collect rents for the space allotted to Rice Millers and Self Help Groups.

Yours faithfully,

  
DIRECTOR OF MARKETING

OFFICE OF THE DIRECTOR OF MARKETING,  
GOVT. OF A.P. HYDERABAD.

No. RBZ/ 50/2001

Dt: 3-3-2001

**CIRCULAR**

Sub:- Rythu Bazars -Instructions - Issued.

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During the Dial your C.M. programme on Rythu Bazars on 26-2-2001 and high level meeting with Officers the Hon'ble Chief Minister has given certain assurances to the public and accordingly certain decisions were taken. Accordingly the following instructions are issued.

1. There is no restriction on opening new rythu bazars. Proposal for opening new rythu bazar can be sent if one acre of land in a suitable location is available, and about 250 vegetable growers are willing to sell in the Rythu Bazars.
2. Instructions were issued to permit Rice Millers Associations to open one or two stalls to sell rice by the Joint Collectors. Farmers can also be permitted to sell rice in Rythu Bazars by the Joint Collector after ensuring genuinity of the farmers.
3. Cultivators may be encouraged to sell flowers, fruits, tamarind, etc., produced by them in Rythu Bazar.
4. Self Help Groups may be permitted to sell commodities procured from Government Agencies like Civil Supplies Corporation by fixing reasonable margins.
5. Wherever feasible action may be taken to earmark places for parking of vehicles, running canteens and auction them to augment income to rythu bazars.
6. Annual Action Plan may be prepared for each rythu bazar for the coming year to improve its functioning in all respects with particular emphasis on improving the arrivals and participation of cultivators. Target shall be atleast to double arrivals as well as participation of cultivators from the existing weekly levels. Annual Action plan prepared for each of the rythu bazar may be sent to this office before 31-3-2001.
7. It was decided to have a count of the consumers visiting rythu bazars. Record of number of consumers visiting Rythu Bazar may be maintained and furnished in the weekly report being sent to this office.
8. Work of Estate Officers and Horticulture Consultants needs to be evaluated once in a quarter with reference to recorded increase in arrivals of commodities and attendance of cultivators.

9. Farmers Committees formed for price fixation may be strengthened to convert them into MACS for eventual take over of the responsibility of managing the rythu bazars on its own.
10. Factors responsible for under utilisation of permanent rythu bazars other than location needs to be carefully analysed and remedial steps initiated without loss of time, to attract arrivals and cultivators.
11. Timely supply of vegetable seed of the choice of the farmer coming to the rythu bazar at subsidised price.
12. Estate Officers and Horticultural Consultants shall be deputed to the trainings organised by the Marketing and Horticulture Departments respectively.
13. Training of farmers coming to rythu bazars shall be organised by the Horticulture Department on all aspects of cultivation of Horticultural crops.
14. Joint Collectors shall ensure that all the farmers coming to rythu bazar are issued Kisan Credit Card by APCOB and other commercial banks.
15. Sale of vegetables not grown locally by farmers shall be made available through DWACRA and other self help groups.
16. Department of Marketing is creating a web-site shortly to enable consumers to place their indents and individual farmers and rythu bazar to place their services on net.

  
**DIRECTOR OF MARKETING.**

To

All the Joint Collectors in the State.  
All Estate Officers of rythu bazars in the State.  
All Horticultural Consultants in the State.

Copy to Principal Secretary to Government,  
Agriculture & Coop. Department,  
Govt. of A.P. Hyderabad

Copy to the Joint Secretary (Marketing) in C.M.'s Peshi.

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GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT

From  
V.M.Manohara Prasad, I.A.S.,  
Director of Marketing,  
Govt. of Andhra Pradesh,  
Hyderabad.

To  
The Joint Collectors,  
Hyderabad and  
R.R. District.

Lr.No.RBZ/Unit-21/207/2002, dt. 25-10-2002.

Sir,

Sub:- Rythu Bazars - Strengthening of Rythu Bazars - Action  
requested on certain points - Reg.

Ref:- 1. Report submitted by the ADM(V), O/o.DM, Hyderabad on  
Rythu Bazars, Sarcoornagar and Vanasthamburam  
2. Lr.No.RBZ/unit-21/02, dt.17-8-2002.

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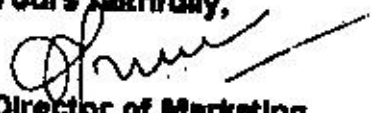
The Joint Collectors are requested to take necessary action on the  
following items:

1. To fix rent and Electricity charges to the General stores and Rice shops  
and to take necessary action to remove Rice shops and other shops  
(General stores) and establish "Gruha Mitra" counters in the Rythu Bazars  
as per the Lr.No RBZ/unit-21/157/02, dt.17-8-2002.

It was notified that the parking Contractor is collecting Rs.10/- from each fruit  
basket / carts outside the Rythu Bazar

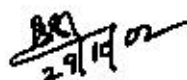
2. Not to allow the collection Rs.10/- from each Fruit basket / carts by the  
parking Contractors, outside the Rythu Bazar and the same may be  
auctioned separately so that Rythu Bazars get additional income.

Yours faithfully,

  
For Director of Marketing.

Copy to the Estate Officers,  
Rythu Bazars in Hyderabad and R.R. District.

Pr/ 

  
29/10/02

GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF MARKETING

From,  
V.M.Manohara Prasad, IAS.,  
Director of Marketing,  
Govt. of Andhra Pradesh,  
Hyderabad.

To  
All Joint Collectors,  
in the State.

Lr.No.RBZ/Unit-21/155/2002, Dated 20.10.2002.

Sir,

Sub:- Rythu Bazars – Sale of Rice and also establishment of  
Gruhamitra counter in the Rythu Bazar - Reg.

Ref:- Reports of ADM's. on rice shops in Rythu Bazars.

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I am to inform that only Girigana Co-operative Corporation, Oil fed,  
Gruhamitra Counter can be permitted at all the Rythu Bazars, no more rice shops  
shall be permitted.

They are further informed that Rice shops already opened in the  
Rythu Bazars can be closed, if the Rice shop dealers are violating norms of  
Rythu Bazars and are trying to sell without licence.

The Joint Collectors are further requested to fix suitable rent to the  
Rice shops already existing in Rythu Bazars their jurisdiction.

Yours faithfully

  
Director of Marketing



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## మార్కెటింగ్ శాఖ ఆంధ్ర ప్రదేశ్ రాష్ట్ర ప్రభుత్వము

రాష్ట్రంలోని రైతుబజార్ల నిర్వహణ గురించి మార్కెటింగ్ శాఖ సంచాలకులు శ్రీ. వి. ఎమ్. మనోహర ప్రసాద్ 1-11-2002 వ తేదీన హైదరాబాదులో నిర్వహించిన వీడియో కాన్ఫరెన్స్ లో తీసుకున్న నిర్ణయాల వివరాలు.

రాష్ట్రంలోని అన్ని జిల్లాల జాయింట్ కలెక్టర్లు, రైతు బజార్ల ఎగ్జిక్యూటివ్ అఫీసర్లు, వార్టికల్చర్ కన్సల్టెంట్లు, వ్యవసాయ శాఖ, మార్కెటింగ్ శాఖాధికారులు, సంబంధిత రైతుబజార్లకు చెందిన వ్యవసాయ మార్కెట్ కమిటీ ఫైర్మన్లు, కార్యదర్శులు ఈ వీడియో సమావేశంలో పాల్గొన్నారు. జిల్లాల వారీగా రైతుబజార్ల నిర్వహణ గురించి సమావేశంలో పాల్గొన్న వారితో స్మృతించి, రైతు బజార్లను మరింత సమర్థంగా నిర్వహించేందుకు, రైతు బజార్ల ససీతీరును మెరుగు పరచేందుకు మార్కెటింగ్ శాఖ సంచాలకుల వారు దిగువ పేర్కొన్న నిర్ణయాలను తీసుకున్నారు. ఆయా జిల్లాల జాయింట్ కలెక్టర్లు, సంబంధిత అధికారులు, వ్యవసాయ మార్కెటింగ్ కమిటీలు ఈ నిర్ణయాలను వెంటనే అమలు జరపాలి.

1. జిల్లా జాయింట్ కలెక్టర్ల అజమాయిషీలో ఉన్న రైతు బజార్ల నిర్వహణలో మార్కెటింగ్ శాఖ అధికారులు, వ్యవసాయ మార్కెట్ కమిటీలు కూడా పాలుపంచుకోవాలి. తమవరిధిలో ఉన్న రైతు బజార్లను ఆయా వ్యవసాయ మార్కెట్ కమిటీ ఫైర్మన్లు, కార్యదర్శులు రైతుబజార్ అభివృద్ధికి కార్యకర్తల వహించాలి. అలాగే జిల్లా కేంద్రాల్లో ఉన్న రైతు బజార్లను సంబంధిత సంయుక్త సంచాలకులు, ఇవ్వలకుంట్లు, జిల్లాల ఇతర ప్రాంతాల్లో ఉన్న రైతు బజార్లను సంబంధిత జిల్లా సహాయ సంచాలకులు ఏర్పాటు చేయవలెనని నిర్ణయించారు. సంబంధిత జిల్లా జాయింట్ కలెక్టరు, మార్కెటింగ్ శాఖ అధికారులు, వ్యవసాయ మార్కెట్ కమిటీలు సమన్వయంతో రైతు బజార్ల అభివృద్ధికి కృషిచేయాలి.
2. రైతుబజారు వారీగా గుర్తించిన రైతుల సంఖ్యకు, వస్త్రవంగా రైతు బజార్లకు వస్తున్న రైతుల సంఖ్యకు పోలిక ఉండేలా చేయాలి. రాష్ట్రంలోని 104 రైతు బజార్లలో మొత్తం 50,397 మంది రైతులను గుర్తిస్తే అందులో రైతు బజార్లకు వస్తున్న రైతులు కేవలం 11,951 మంది మాత్రమే. రైతు బజార్లకు ఎక్కువమంది రైతులు వచ్చేందుకు దిగువ చర్యలు తీసుకోవాలి.
  - అ) కూరగాయలు పండించే గ్రామాలను అలాగే కూరగాయల వారీగా రైతులను గుర్తించాలి.
  - ఆ) సుదూర ప్రాంతాల్లోని గ్రామాలు కాకుండా రైతు బజార్లకు చేరువలో వుండే గ్రామాలను ఎంపిక చేసుకోవాలి. గ్రామాల ఎంపికలో ఉద్యానశాఖ వారు గుర్తించిన క్లస్టర్ గ్రామాలను కూడా పరిగణనలోకి తీసుకోవాలి.
  - ఇ) గుర్తించిన క్లస్టర్ గ్రామాలను వచ్చే మాసం లోగా సంబంధిత జిల్లా జాయింట్ కలెక్టర్లు సందర్శించాలి.

3. గ్రామాల గుర్తింపు పూర్తయ్యాక రైతు బజారు వారీగా కార్యాచరణ ప్రణాళికను సవ్యంగా నెలకొల్పటానికి తయారు చేసుకోవాలి. ఈ కార్యాచరణ ప్రణాళికలో దిగువ అంశాలను విధిగా పొందు పెరచాలి.
  - అ) గ్రామాల వారీగా రైతుల వివరాలు, సీజన్లు, ఋతువుల వారీగా వారు పెండించే కూరగాయలు
  - ఆ) కూరగాయల దిగుబడి ఎలా ఉంది ? ఈ దిగుబడి జాతీయ స్థాయిలో నిర్ణయించిన సగటు దిగుబడికి తగ్గకుండా చూడాలి.
  - ఇ) అధిక దిగుబడి సాధించటానికి ఏయే చర్యలు తీసుకోవాలి ? అవసరమైన సాంకేతిక పరిజ్ఞానాన్ని ఎలా అందించాలి?
  - ఈ) కూరగాయల పెంపకంలో సాచించాల్సిన మేళకువల్ని అందించటానికి అవసరమైన నిపుణుల్ని గుర్తించి వారి సహాయం తీసుకోవాలి.
  - ఊ) రైతులకు ఏయే విత్తనాలు కావాలి ? ఎలాంటి ఇన్పుట్స్ కావాలో గుర్తించి వాటిని సకాలంలో సరఫరా చేయాలి.
4. కార్యాచరణ ప్రణాళికను కట్టుదిట్టంగా అమలుచేసి, గత ఏడాది రైతుబజార్లకు వచ్చిన సగటు కూరగాయల పరిమాణాన్ని ఈ ఏడాది అయిదు రెట్లుకు పెంచాలి.
5. రైతులకు శిక్షణ ఇచ్చేందుకు రైతు బజార్లు వారీగా వార్షిక శిక్షణ కార్యక్రమాలను నిర్వహించాలి. రైతులకు ఏయే విషయాల్లో శిక్షణ ఇవ్వాలి? ముందుగా గుర్తించి, ఆయా విషయాలలో నిపుణులను (RESOURCE PERSONS) గుర్తించి, వారి సేవల్ని వినియోగించుకోవాలి. రైతులకు వార్షిక శిక్షణ ప్రధానంగా అధిక దిగుబడి సాధించేందుకు తోడ్పడాలి. శిక్షణ పంపకొకసారి ఇస్తారా ? లేక మూడుసార్లు ఒకసారి ఇస్తారో స్థానిక పరిస్థితుల్ని బట్టి నిర్ణయించుకోవాలి.
6. రైతులకు 50 శాతం సబ్సిడీతో ఉద్యానశాఖ వారు సరఫరా చేసే ఎత్తనాలు అందటంలో బాధ్యం జరుగుతోందని చాలామంది ఫిర్యాదు చేశారు. దీన్ని మోరించటానికి సంబంధిత వ్యవస్థాపక ముఖ్యమంత్రి ఆయా రైతు బజార్లకు మాసానికి సరిపడ విత్తనాలను ఒకే సారి కొనుగోలు చేసి 50 శాతం సబ్సిడీతో రైతులకు అందజేయాలి. ఈ విత్తనాలు కేవలం రైతు బజార్లలో గుర్తించిన రైతులకు మాత్రమే విక్రయించాలి.
7. రైతు బజార్లకు రైతులు తెచ్చుకునే మేలి రకం కూరగాయలకు అదనపు ఆదాయం వచ్చే విధంగా 'గ్రేడింగ్ కూరగాయల' అమ్మకాల్ని చేపట్టాలి. సాధ్యసాధ్యాలను బట్టి సంచార రైతు బజార్లను కూడా ప్రారంభించాలి. సంచార రైతు బజార్లు రైతుల భాగస్వామ్యంలో, రైతుల ఆధ్వర్యంలోనే నిర్వహించేట్లు చూడాలి. సంబంధిత రైతు బజార్ల వస్తే అధికారులు వీటి నిర్వహణను విధిగా పర్యవేక్షించాలి.
8. ఆయా రైతు బజార్ల పరిధిలోని సాంఘిక సంక్షేమ హస్తాక్షర, రెసిడెన్షియల్ పాఠశాలలు, కళాశాలలకు రైతు బజార్ల నుండి రాబా కూరగాయలు సరఫరా చేయటానికి అవసరమైన చర్యలు తీసుకోవాలి.

ప్రస్తుతం రైతు బజార్ల నిర్వహణకు మార్కెటింగ్ కాఫ్ ప్రతి మూడు మాసాలకు ఒకసారి బడ్జెట్ను విడుదల చేయటం జరుగుతోంది. బడ్జెట్ విడుదలలో బ్యాంకు లేకుండా ఉండేందుకు ఏలుగా ఇకపై సంవత్సరానికి సరిపడ బడ్జెట్ను ఒకే సారి విడుదల చేస్తారు. సంబంధిత జిల్లా జాయింట్ కలెక్టర్లు రైతుబజార్ల ఆవసరాలకు అనుగుణంగా ఈ బడ్జెట్ను వినియోగించుకోవాలి.

10. పనితీరు సరిగా లేని ఎస్టేట్ ఆఫీసర్లను పెంబనే తొలగించాలి. అలాగే తురుకుగా, సమర్థంగా పనిచేసే ఎస్టేట్ అధికారుల్ని గుర్తించి వారిని ప్రోత్సహించాలి.
11. ప్రతి రైతు బజారులో గృహమిత్ర, ఆయిల్ పెడ ఉత్పత్తుల విక్రయ కౌంటర్లను ప్రారంభించాలి.
12. రైతు బజార్లలో ప్రస్తుతం ఉన్న బియ్యం పావుల సంఖ్యను, వాటి అవసరాన్ని సమీక్షించాలి. లైసెన్సు లేకుండా వ్యాపారం చేస్తున్న బియ్యం పావులపై తగువర్యలు తీసుకోవాలి. గృహమిత్ర కౌంటర్ ప్రారంభించాక వినియోగదారుల సౌలభ్యాన్ని దృష్టిలో పెట్టుకొని బియ్యం పావులు అవసరం ఉండో లేదా సమీక్షించి జాయింట్ కలెక్టర్లు తగు నిర్ణయం తీసుకోవాలి.
13. నివాస ప్రాంతాలకు దూరంగా, అనువుగాని ప్రాంతాల్లో ఏర్పాటు చేసిన రైతు బజార్లు సరిగా పనిచేయటంలేదు. నీటిని అనువైన ప్రాంతాలకు మార్చి, బాగా పనిచేసేటట్లు చూసి బాధ్యత సంబంధిత జిల్లా జాయింట్ కలెక్టర్లకు అప్పగించడం జరిగింది.
14. వ్యాపారం కేంద్రీకృతం కాకుండా వృధాగా వున్న మార్కెట్ యార్డుల స్థలాల్లో వర్కి కంప్లీట్, సేంద్రియ ఎరువుల తయారీకి వినియోగించాలి. రైతు బజారు రైతులకు ఈ ఎరువులు తృప్తిగా అందించాలి.
15. రైతు బజార్లలో రైతులకు, వినియోగదారుల మధ్య అవగాహనలోపంవల్ల తరచూ గొడవలు జరుగుతున్నట్లు ఫిర్యాదులందుతున్నాయి. ఈ విషయంలో కృష్ణా జిల్లా జాయింట్ కలెక్టర్ 'మర్యాద వారోత్సవాలు' నిర్వహించి రైతులకు, వినియోగదారుల మధ్య సత్సంబంధాలు నెలకొల్పటానికి కృషి చేశారు. ఇదే విధంగా ఇతర జిల్లాల్లో కూడా తరచూ రైతులు, వినియోగదారుల మధ్య సదవగాహన కల్పించి, రైతుబజార్లు సాఫీగా నడిచేటట్లు చూడాలి.
16. రైతు బజార్లకు నిర్వహణను వర్గవేక్షించే కోర్కెమిటి సమావేశాలను తరచూ నిర్వహించాలి. ముఖ్యంగా రైతులు గ్రామాలనుండి రైతు బజార్లకు ప్రారంభించు పేరవేసుకోవడానికి ఏలుగా ఏర్పాటు చేసిన రవాణా సౌకర్యాల్ని ఆర్.టి.సి. అధికారులతో తరచూ సమీక్షించి అవసరమైన వర్యలు తీసుకోవాలి.
17. విశాఖపట్నంలో రైతులు నిల్వవుంచడగిన కూరగాయల్ని ముఖ్యంగా క్యారెట్ను ధర తక్కువగా ఉన్నప్పుడు కోర్ట్స్టోరేజీలలో నిల్వవుంచి, ధర పెరిగినప్పుడు అమ్మటం వల్ల రైతులు లాభపడ్తున్నారు. విశాఖపట్నంలోని మూడు కోర్ట్స్టోరేజీలు ప్రస్తుతానికి కూరగాయల్ని ఉచితంగా నిల్వచేస్తున్నాయి. ఇతర జిల్లాల్లో కూడా ఇటువంటి అవకాశాలను పరిశీలించి, రైతులకు లాభం చేకూర్చాలి.

18. రైతులు కూరగాయలు పెడిపోకుండా రైతుబజార్లకు చేరవేసుకోవాడానికి నీలుగా ఫ్లాస్టిక్ ప్లేట్లను 50 శాతం సబ్సిడీకి అందించేందుకు చర్యలు తీసుకోవాలి. ఇందుకు సంబంధించిన ప్రతిపాదనల్ని సేమనల్ వార్షికల్బరర్ బోర్డు వారికి పంపి, వారు అందించే 50 శాతం సబ్సిడీతో రైతులకు ఫ్లాస్టిక్ క్రిల్లు అందించాలి.
19. కొన్ని జిల్లాల్లో కూరగాయల లభ్యత ఎక్కువగా ఉన్నప్పటికీ రైతు బజార్లు తక్కువగా ఉన్నాయి. ముఖ్యంగా ఆదిలాబాద్, కర్నూలు, శ్రీకాకుళం, చిత్తూరు, కడప, వరంగల్, ఖమ్మం, మహబూబ్ నగర్, నిజామాబాద్ తదితర జిల్లాల్లో అనువైన చోట్ల కొత్తగా రైతు బజార్లను ఏర్పాటు చేయటానికి ఆ జిల్లాల జాయింట్ కలెక్టర్లు తగిన చర్యలు తీసుకోవాలి.
20. విడియో కాన్ఫరెన్స్ లో తీసుకున్న నిర్ణయాలపై ఆయా రైతు బజార్లలో తీసుకున్న చర్యలు- తద్వారా సాధించిన ఫలితాలను ఎప్పటికప్పుడు మార్కెటింగ్ శాఖ సంచాలకుల వారి వెబ్సైట్లపై పంపాలి.

అందరికీ శుభాకాంక్షలతో .....

తేది: 2-11-2002

ప్రధానాచార్యుడు.

||సం||

(వి.యం. మనోహర ప్రసాద్)  
సంచాలకులు, మార్కెటింగ్ శాఖ

1. అన్ని జిల్లాల కలెక్టర్లు/ జాయింట్ కలెక్టర్లు
2. సంబంధిత రైతు బజార్ల ప్లెట్ అధికారులు/ వార్షికల్బరర్ కమిటీలకు
3. సంబంధిత మార్కెట్ కమిటీల క్లర్కు/ కార్యదర్శులకు
4. సంబంధిత మార్కెటింగ్ సంయుక్త సంచాలకులు/ ఆపి, సెవాయ సంచాలకులకు
5. సంబంధిత ఉద్యానశాఖ సెవాయ, అసెసంచాలకులకు
6. ప్రధాన కార్యాలయంలోని అధికారులందరికీ పంపిస్తానని.

**GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF MARKETING**

From :  
V.M. Manohara Prasad, IAS.,  
Director of Marketing  
Govt. of Andhra Pradesh  
Hyderabad.

To  
All Agri. Market Committees  
in the State

**Lr. No. RBZ/Unit-21/VC/2002, Dated: 25.11.2002.**

Sir,

Sub:- Rythu Bazar - Purchase of Vegetable Seeds from Horticulture Department at 50% subsidy to the Vegetable farmers of Rythu Bazar payment of advance to the Horticulture Department - Reg.

Ref:- Minutes of the vide Conference held on dated: 2.11.2002.

\* \* \*

All the Agri. Market Committees in the State are invited to the subject cited and to informed that, the Horticulture Department is selling good quality of vegetable seeds on 50% subsidy duly taking advance from the Rythu Bazar farmers before supply of seeds.

Therefore, the Agri. Market Committee concerned are requested to provide revolving fund where Rythu Bazars are functioning and the required amount shall be kept under the control of Joint Collector to purchase the seeds from Horticulture Department on 50% subsidy and to sell the same to the farmers of Rythu Bazar as required by them.

Yours faithfully,  
Sd/-,  
for Director of Marketing

Copy to all Joint Collectors  
Copy to all Asst. Directors of Marketing



Letter No: Unit-15/Papaya/2002.

Dated: 5-12-2002

**Sub:- Glut of Papaya fruit in Anantapur District- Marketing outlets to be organized- directions issued - Regarding.**

There are frequent reports of glut of papaya fruit in Anantapur district. The farmer is getting between Rs.1200 to Rs. 1800 per ton currently. The price is likely to go down. The Agrl. Production Commissioner & Principal Secretary to Govt., held a meeting this afternoon to explore the measures for alleviating the conditions of the papaya farmer in Anantapur district. In accordance with the decisions taken during this meeting, the following directions are issued:

- a) The villages growing large extents of Papaya shall be identified by the Asst. Director of Marketing, Anantapur along with Asst. Director Horticulture, Anantapur.
- b) District head quarters and other large towns in the State which have a demand for papaya shall be identified by Addl. Directors of Marketing Shri D. Prakasam and Sri G. Prabhakar Reddy and Sri A. Raja Hussain, Special Officer (Projects).
- c) Addl. Director of Marketing Sri G. Prabhakar Reddy shall proceed to Anantapur for organizing transport of papaya fruit from the identified villages of Anantapur to the identified markets in other districts. Joint Director of Marketing, Cuddapah shall take necessary directions from the Addl. Director and provide all required assistance.
- d) The Asst. Directors of Marketing of the respective districts shall be incharge in taking necessary follow up action as per the directions of the Addl. Director of Marketing Sri G. Prabhakar Reddy. The Secretaries of the concerned Agrl. Market Committees shall be responsible for sale of papaya. This linkage should commence 7<sup>th</sup> December, 2002.



- e) Arrangements for sale in identified markets in other districts should be discussed by the Additional Directors in detail with the concerned Asst. Directors of Marketing, Estate Officers of Rythu Bazars and if necessary with the Collector and Joint Collector of the District.
- f) The Asst. Director of Marketing, Anantapur is authorized to draw money from AMC, Anantapur for meeting any incidental expenses in organizing export of papaya from Anantapur district.

**Sd/-(V.M.MANOHARA PRASAD)**  
**Director of Marketing**

To  
Sri D.Prakasam,  
Addl. Director of Marketing.

Sri G. Prabhakar Reddy,  
Addl. Director of Marketing.

Sri A. Raja Hussain,  
Special Officer (Projects)

Copy to the Asst. Director of Marketing, Anantapur.

Copy to Joint Director of Marketing, Cuddapah.

Copy to Asst. Directors of Marketing, Guntur, Krishna, East Godavari, Visakhapatnam, Nizamabad, Karimnagar, Warangal, Person-in-charge, AMC, Hyderabad.

Copy submitted to the Agri. Production Commissioner & Principal Secretary to Govt., A&C Dept., Govt. of A, Hyderabad.

Copy submitted to Principal Secretary to Govt., (Coop & Mktg) A&C Dept., Govt. of AP, Hyd.

Copy to Director of Horticulture, Govt. of AP, Hyderabad.

*H.f.b.a./*  
*[Signature]*  
5/12  
**ADDL. DIRECTOR OF MARKETING**

PROCEEDINGS OF THE DIRECTOR OF MARKETING,  
GOVT. OF ANDHRA PRADESH, HYDERABAD.

Present: V.M. Manohara Prasad, I.A.S.,

No. RBZ/Unit-21/260/2002.

Dated: 07-12-2002

Sub:-Marketing Dept-Release of funds towards revolving fund to  
Scheme for Marketing of Papaya-Sanction Orders-Issued.

Ref:-1) Procds.No.RBZ/Unit-21-14-202, Dated: 04-02-2002.

2) D.O.Ir.No.18070/Horti/2002, Dated: 03-12-2002 From  
APC & Pri. Secretary to Govt., A.P., Secretariat, Hyderabad.

3) I.r.No.Unit-15/Papaya/20002, Dated: 05-12-2002.

Sanction is hereby accorded to the Agri. Market Committee, Ananthapur and Agri. Market Committee, Kodur for an amount of Rs.1.00 Lakhs (Rupees One Lakh only) each as revolving fund for operating scheme for Marketing of Papaya at Producing areas as per the guidelines referred with reference 1<sup>st</sup> and 2<sup>nd</sup> cited.

The above amount shall be met from the overall savings of Market Committee funds for the year 2002-2003.

The above amount shall be deposited in a separate Savings Bank account in the local Nationalised Bank operated by Secretary, Agri. Market Committee, Ananthapur and Agri. Market Committee, Kodur and the scheme shall be operated by the Secretary, Agri. Market Committees, and the Assistant Director of Marketing as per the instructions issued in the references 2<sup>nd</sup> cited. The other operational guidelines prescribed for Tomatoes may be followed in this case also. (Copy enclosed).

SANCTIONED BY: V.M.MANOHARA PRASAD  
DESIGNATION : DIRECTOR OF MARKETING

To

The Agri. Market Committee, Ananthapur and Kodur.

The Assistant Director of Marketing, Ananthapur and Cuddapah.

All the Joint Directors of Marketing, and Dy. Directors of Marketing in the State.

Copy to the Person-in-Charge, A.M.C., Hyderabad.

Copy to Collector, Cuddapah and Ananthapur.

Copy to Asst. Director of Marketing, Guntur, Vijayawada, Eluru, Kakinada, Visakhapatnam,  
Prakasam, Nellore, Khammam, Warangal, Nizamabad and Karimnagar.

Copy to all the Agri. Market Committees through the Assistant Directors of Marketing.

/F.B.O./

  
ADDL. DIRECTOR OF MARKETING

**PROCEEDINGS OF THE COMMISSIONER & DIRECTOR OF MARKETING,  
GOVT. OF A.P. HYDERABAD  
Present: BHANWAR LAL, I.A.S.,**

Proc.No.RBZ/Unit-21/147-02

Dated:04.02.2002

**Sub:- Rythu Bazars - Scheme for Marketing of Tomatoes- Reg.**

**Ref:- Note dated 28.01.2002 of Principal Secy. to Government A & C  
Department.**

\*\*\*

Tomato is consumed by all sections of people. The price of tomato is highly fluctuating because of its perishable nature and unregulated supply. In order to control these fluctuations, and also to protect the interests of producers as well as consumers so as to ensure a remunerative price to producers and make available the tomatoes at reasonable rates to consumers throughout the year, intervention of Government is found necessary. Accordingly, a scheme for marketing of tomatoes is evolved to regulate the supply and demand situation in order to eliminate the high fluctuations in the prices. The government have ordered to constitute a three member committee at the producing areas for this purpose. The committees shall be constituted at Madanapalli, Kalikiri and Mulakalacheruvu in Chittoor district and Pattikonda and Alur in Kurnool district. The following is the composition of the committees:

**Chittoor District:**

1. Madanapalli
  - (a) Secy AMC Madanapalli
  - (b) MRO Madanapalli
  - (c) Horticulture Officer, Madanapalli
2. Kalikiri
  - (a) Secy AMC Kalikiri
  - (b) MRO Kalikiri
  - (c) Horticulture Officer, Kalikiri
3. Mulakalacheruvu
  - (a) Secy AMC Mulakalacheruvu
  - (b) MRO Mulakalacheruvu
  - (c) Horticulture Officer, Mulakalacheruvu

**Kurnool District:**

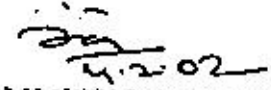
1. Pattikonda
  - (a) Secy AMC Pattikonda
  - (b) MRO Pattikonda
  - (c) Horticulture Officer, Pattikonda
2. Alur
  - (a) Secy AMC Alur
  - (b) MRO Alur
  - (c) Horticulture Officer, Alur

The Secretaries AMCs Hyderabad, Vijayawada, Visakhapatnam are appointed as liaison officer at the consuming points. These committees shall procure tomatoes directly from the farmers at the producing points / assembling centres / market yards and supply to the consuming urban centres through Rythu Bazars and also to hawkers at Vijayawada, Visakhapatnam and Hyderabad. At the consuming points of Vijayawada

Visakhapatnam and Hyderabad, the secretaries of AMC's at consuming points shall arrange the sale of tomatoes. The committees at producing points and the secretary AMC at the consuming centre shall be in constant touch with each other exchanging the daily information on prices and requirement at the consuming point and making purchases at the producing points.

1. The three-member committee shall meet every day. It should assess the market arrivals and prices both at producing centres and sale points. Based on the price trend, the committee shall purchase tomatoes directly from the farmers paying remunerative price and transport economically to the sale points. Quality produce shall be purchased and sufficient care should be taken while purchasing the produce to minimise transport and other losses. While fixing the sale price, the committee should keep in view the transport cost, handling charges both at purchase centre and sale points and transport losses as well as the prevailing prices at sale points. The tomatoes shall be graded and packed for convenient transport. The sale price so fixed shall be on no loss-no profit basis. The committee shall receive the sale proceeds everyday after the sale by the liaison officer.
2. The Secretary, Agril. Market Committee of the producing point shall provide the required working capital from the Agril. Market Committee funds. The working capital is a revolving fund.
3. An amount of Rs. 1.00 lakh (Rupees One lakh only) shall be provided as working capital to each committee for operation of the scheme. This amount shall be deposited in a nationalised bank with a separate Savings Bank Account of the committee.
4. The liaison officer of the sale point shall receive the produce and arrange to sell the produce through the local Rythu Bazars including Self Help Groups allowing a reasonable profit margin to Self-Help Groups. The tomatoes may also be sold to hawkers. After sale, the liaison officer shall send the sale proceeds everyday by way of Demand Draft drawn in favour of the Secretary, Agril. Market Committee (member of the committee) of the producing point.
5. The Committee at the producing point and the liaison officer at the sale point shall maintain accounts everyday about the expenditure and sale proceeds respectively i.e., Day Book, Ledger and the Cash Book. The committee render accounts once in a month to the State Level Committee.

6. The committee shall undertake the operations only when there is a sharp fall in prices of tomatoes at the producing areas and or sharp rise in prices of tomatoes at the consuming points.
7. The Joint Collectors both at purchase and sale points shall supervise the operations of the scheme and report to the Commissioner and Director of Marketing.
8. There shall be a committee at State Level consisting of Commissioner and Director of Marketing, Commissioner of Horticulture and the Joint Collector of Hyderabad who will review the scheme once in a month and submit a report to the Government.
9. Sri.D.Prakasham, Additional Director of Marketing and Sri S.Shesha Rao, Assistant Director of Marketing of the Directorate of Marketing will monitor the operations of the scheme on day to day basis and submit the progress on the operation of the scheme to the Commissioner & Director of Marketing.

  
COMMISSIONER AND  
DIRECTOR OF MARKETING

To

- ✓ The Joint Collector, Visakhapatnam, Hyderabad, Vijayawada, Chittoor and Kurnool.
- ✓ The Secretary AMC, Madanapalli, Kaligiri, Mulakacheruvu of Chittoor District
- ✓ The Secretary AMC, Pattikonda & Alur of Kurnool District.
- ✓ The MRO, Madanapalli, Kaligiri, Mulakacheruvu of Chittoor District.
- ✓ The MRO, Pattikonda & Alur of Kurnool District.
- ✓ The Horticulture officer, Madanapalli, Kaligiri, Mulakacheruvu of Chittoor District.
- ✓ The Horticulture officer, Pattikonda & Alur of Kurnool District.
- ✓ The AD Horticulture, Chittoor and Kurnool District.
- ✓ The Secretary AMC Visakhapatnam, Hyderabad and Vijayawada and JDM & DDM Chittoor, Vijayawada and Hyderabad.
- ✓ The ADM Chittoor, Kurnool, Krishna and Visakhapatnam they should also monitor the scheme on day-to-day basis.
- ✓ Sri. D. Prakasham Addl. JDM & Sri. S. Shesha Rao, ADM of the Directorate of Marketing.
- ✓ Copy to the District Collector Chittoor, Kurnool, Krishna and Visakhapatnam for information and necessary action.
- ✓ Copy submitted to the Principal Secy to Govt A & C (MLeg) Dept. Govt of A.P. Hyd for information.
- ✓ Copy to the Addl. Secretary to CM for information.



V.M. MANOHARA PRASAD I.A.S.,  
Director of Marketing  
Government of Andhra Pradesh

Off 3221307  
3222161  
Fax 3221084  
Res. 3412843

D.O.Lr. No. Unit - 21/ RBZ/ 2003, dated 10-02-2003

Dear Smt. Chitra Ramachandran garu,

Sub:- Rythu Bazars - Sale of vegetables through Mobile Rythu Bazars  
(MRBs) - extension of facility to slum areas of twin cities - Reg.

..

As you might be aware Marketing Department through its Mobile Rythu Bazars have started selling vegetables in different parts of the twin cities since October last year. There are 6 (six) vans operating in twin cities as of now. Together they are selling more than 60 quintals of vegetables every day. From the feed back available, the response of the consumer is very encouraging.

I am keen to take these MRBs to the slum areas where the benefit to the consumer would be optimum. I have requested my officer Sri A. Raja Hussain, Dy. Director incharge of Rythu Bazars to get in touch with the concerned officer in MCH and identify the slum areas for sale of vegetables by MRBs. They shall also identify the exact location where MRBs could go on specified day and time. I am enclosing the details of localities presently covered by each of the six vans and also the particulars and prices of vegetables sold by MRBs.

Your advice and guidance in this regard shall be of immense help to our little endeavour to take fresh vegetables to the most needy.

With warm regards,

Yours sincerely,

  
(V.M. MANOHARA PRASAD)

Encl:- As above.

To  
Smt. Chitra Ramachandran, I.A.S.,  
Commissioner,  
Municipal Corporation of Hyderabad.



**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

**From**  
V.M.Manohara Prasad, I.A.S.,  
Director of Marketing,  
Govt. of Andhra Pradesh,  
HYDERABAD.

**To**  
All the Joint Collectors,  
in the State.

**L.Dt.Lr.No.RBZ/Int-21/24/2003. Dated: -03-2003.**

**Sr,**

**Sub:- Rythu Bazar-Parking fee Collections-Regulation-  
Report-Regarding.**

**Ref:- Report of S.O.(P) & PIC/AMC/Hyderabad,  
Dated: 10-03-2003.**

...

I invite your attention to the reference cited. (Copy enclosed) I request you to take necessary action and to implement the Parking fee as per the report in the reference cited, after completion of Contract period *with the existing permission.*

Yours faithfully,

  
**DIRECTOR OF MARKETING**  
*7/12*

**To**  
The All Agri. Market Committees concerned.  
The All Estate Officers of Rythu Bazar's in the State.  
Copy to All Joint Director's of Marketing/Dy. Director's of Marketing/  
Asst. Director's of Marketing in the State.  
Copy to All Collectors in the State.

Hq-n4



**మార్కెటింగ్ శాఖ**  
**ఆంధ్ర ప్రదేశ్ రాష్ట్ర ప్రభుత్వము**

...

**విషయము:-** హైదరాబాదు, రంగారెడ్డి జిల్లాల్లో రైతుబజార్లలో పార్కింగ్ ఫీజు వసూళ్లు - క్రమబద్ధీకరణ - నివేదిక సమర్పించుట - గురించి.  
**సూచిక:-** సంచాలకుల వారి పిపి/నోట్/2003 తేది.28.2.2003.

...

హైదరాబాదు, రంగారెడ్డి జిల్లాల్లోని రైతుబజార్లలో మూడేళ్ల పార్కింగ్ ఫీజు వసూళ్లను పరిశీలించి, అన్ని రైతు బజార్లలో ఒకే విధమైన పార్కింగ్ ఫీజు వసూలు చేసే విధంగా క్రమ బద్ధీకరించటానికి వీలుగా సిఫార్సులు చేయాలిందిగా పై సూచికలో తెలిపిన నోట్లో సంచాలకుల వారు కోరబడ్డారు. పార్కింగ్ ఫీజు వసూళ్ల వివరాలను, వాటిని క్రమ బద్ధీకరించటానికి హైదరాబాదు నగరపాలక సంస్థ ప్రస్తుత పార్కింగ్ ఫీజు వసూళ్ల పద్ధతిలో పోల్చి పరిశీలించాల్సిందిగా కూడా సంచాలకుల వారు సూచించారు. సంచాలకుల వారి సూచన మేరకు పై విషయాలన్నింటిని క్షుణ్ణంగా పరిశీలించి క్రింది వివేదికను సమర్పించటమైనది.

హైదరాబాదు జిల్లాలో మొత్తం రెండు రైతు బజార్లు (ఎర్రగడ్డ, ఫలక్కుమా) వున్నాయి. రంగారెడ్డి జిల్లాలో మెహదీపట్నం, కూకట్‌పల్లి, సర్కార్‌నగర్, వనస్థలిపురం, కుత్బుల్లాపూర్, ఆల్వాల్, రామకృష్ణపురంలో రైతుబజార్లు వున్నాయి.

హైదరాబాదులోని ఎర్రగడ్డ, ఫలక్కుమాలో వాహనాల పార్కింగ్ కు ఫీజు వసూలు చేస్తున్నారు. రంగారెడ్డి జిల్లాలో ఒక్క కుత్బుల్లాపూర్ రైతు బజారు మిషన్ మిగతా ఆరు రైతు బజార్లలో పార్కింగ్ ఫీజు వసూలు చేస్తున్నారు. (రైతు బజార్ల వారీగా మూడు సంవత్సరాల పార్కింగ్ ఫీజు వసూళ్ల వివరాలు, వార్షిక సగటు మొత్తం వివరాల పట్టికను అనుబంధం -1 లో జతచేయబడినది)



## రైతుబజార్ వ్యూహాన్వయంలో పార్కింగ్ లీజు విధేయత:-

రైతు బజార్ల ఏర్పాటు ప్రారంభ దశలో రైతు బజార్ల నిర్వహణ ఖర్చును ప్రభుత్వమే భరించింది. కాలక్రమంలో రైతు బజార్లలో పార్కింగ్ స్థలం, క్యాంటీన్, షాపుల తదితర నిర్మాణాల కేటాయింపు లీజు పై ఆదాయాన్ని సమకూర్చుకొని రైతు బజార్లు 'ఆర్థిక స్వయం సమృద్ధిని' సాధించాలన్నది ప్రభుత్వ లక్ష్యం. ఇందుకు అనుగుణంగానే రైతు బజార్లలో క్యాంటీన్, పార్కింగ్ లీజు, చియ్యం తదితర నిత్యావసర వస్తువుల షాపులపై అద్దెను వసూలు చేయడం ద్వారా రైతుబజార్లు స్వయంగా ఆదాయాన్ని సమకూర్చు కుంటున్నాయి. ఈ ఆదాయాన్ని రైతు బజార్ల నిర్వహణ ఖర్చులకు అనగా సీబ్బింది, పారిశుధ్యం, తాగునీటి సరఫరా తదితర మౌలికసౌకర్యాలకు వినియోగించడం జరుగుతోంది. హైదరాబాదు, రంగారెడ్డి జిల్లాల్లో రెండుమూడు రైతు బజార్లు మినహా దాదాపు మిగతా రైతు బజార్లు తమ నిర్వహణ ఖర్చులకు ఆదాయాన్ని స్వయంగా సమకూర్చుకుంటున్నాయి. (రైతు బజార్ల వారీగా ఆదాయ, వ్యయాలు, నిర్వహణలో మిగులు ఆదాయం, లోటు తదితర వివరాలతో కూడిన పట్టికను అనుబంధం - 2 లో జతచేయవలసింది).

ప్రభుత్వం ఆమోదించిన రైతు బజార్ల వ్యూహాన్వయంలో పార్కింగ్ స్థలం, ఇతర నిర్మాణాల లీజుకు సంబంధించి జారీచేసిన స్పష్టమైన ఆదేశాలు క్రింద ఇవ్వడం జరిగింది.

1. పార్కింగ్ స్థలం క్యాంటీన్ వంటివి వేలం నిర్వహించడం ద్వారా రైతు బజార్ల నిర్వహణకు అవసరమైన ఆదాయాన్ని సమకూర్చుకోవచ్చు.
2. వేలాన్ని ఖరారుచేసే తుది నిర్ణయాధికారం జాయింట్ కలెక్టర్ కు ఉంటుంది.
3. వేలం ద్వారా సమకూరిన మొత్తాన్ని రైతు బజార్ల నిధులలో జమచేయాలి.

ఈ నిధులను దిగువ పనులకు ఉపయోగించాలి.

1. పారిశుధ్యం.
2. త్రాసుల కొనుగోలు, మరమ్మత్తులు, రైతుబజార్ల నిర్వహణ.

రైతు బజార్లలో ద్వీచక్ర, త్రిచక్ర, నాలుగు చక్రాల వాహనాలపై పార్కింగ్ ఫీజు.

హైదరాబాదు, రంగారెడ్డి జిల్లాల్లోని రైతు బజార్లలో సైకిల్, స్కూటర్, మోటార్ సైకిల్, ఆటోలు, కార్లపై పార్కింగ్ ఫీజు వసూలు చేస్తున్నారు. అయితే అన్ని రైతు బజార్లలో ఒకే మాదిరి టారిఫ్ కాకుండా రకరకాలుగా పార్కింగ్ ఫీజు వసూలు చేస్తున్నారు. గత మూడు సంవత్సరాల్లో, ప్రస్తుత సంవత్సరంలో కూడా పార్కింగ్ ఫీజు వసూళ్ల టారిఫ్లో సారూప్యత లేదు. (2000 నుండి 2003 సంవత్సరాల్లో వివిధ రకాల వాహనాలపై రైతు బజార్ల వారీగా వసూలు చేస్తున్న పార్కింగ్ ఫీజు వివరాలు అనుబంధం-3లో పేర్కొనడమైనది).

హైదరాబాదు నగర పాలక సంస్థలో పార్కింగ్ ఫీజు వసూళ్లు:-

కొంత కాలం కిందట వరకు హైదరాబాదు నగర పాలక సంస్థ వారు పబ్లిక్ ప్రదేశాలను వేలం నిర్వహించి పార్కింగ్ ఫీజు వసూళ్లు చేసే వారు. అయితే ఇటీవల 'ముందుస్తుగా పార్కింగ్ ఫీజు చెల్లింపు' (pre paid parking fee) పద్ధతిని ప్రవేశపెట్టారు. నగర పాలక సంస్థ గుర్తించిన (notified) ప్రదేశాల్లో పార్కింగ్ చేసుకోవడానికి వీలుగా ముందుస్తుగా నిర్ణీత నగదు చెల్లించిన వారికి గుర్తింపు కార్డు జారీచేయడం జరిగింది. ఈ కార్డు ఆయా ప్రాంతాల్నిబట్టి నెలకు 100 రూపాయలనుండి 400 రూపాయల వరకు

విలువ కలిగివుంది. ఈ కార్యచర్యపతే నగరపాలక సంస్థ గుర్తించిన ప్రదేశాల్లో పార్కింగ్కు అనుమతిస్తారు.

## నగర పాలక సంస్థ పరిధిలో లేని రైతు బజార్లు

ప్రీపెయిడ్ పార్కింగ్ ఫీజు నిమిత్తం నగరపాలక సంస్థ గుర్తించిన ప్రదేశాల్లో రైతు బజార్లు లేవు. అయితే మెహదీపట్నం వంటి రైతు బజార్ల పార్కింగ్ నగరపాలక సంస్థ స్థలం (రోడ్డు వక్కన) లో ఉండటం వల్ల ఇక్కడ ప్రీపెయిడ్ పార్కింగ్ కార్డ్ను అనుమతించాలని వినియోగదారులు కోరుతున్నారు.

పై విషయాలన్నిటినీ సమగ్రంగా పరిశీలించిన మీదట రైతు బజార్లలో పార్కింగ్ ఫీజు వసూళ్లకు సంబంధించి దిగువ సూచనలు చేయడమైనది.

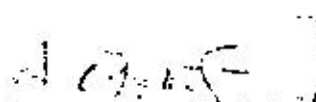
1. రైతు బజార్ల ఏర్పాటు సమయంలో నిర్వహణ ఖర్చుల నిమిత్తం రైతు బజార్లను "స్వయం ఆర్థిక వనరుల్ని" సమకూర్చుకునే విధంగా తీర్చిదిద్దాలన్న ప్రభుత్వ లక్ష్యం మేరకు రైతు బజార్లలో తప్పనిసరిగా పార్కింగ్ ఫీజు వసూలు చేయాలి.
2. రైతు బజారు మ్యాన్యువల్లో నిర్దేశించినట్లుగా పార్కింగ్ స్థలాన్ని బహిరంగ వేలం ద్వారా లీజుకు ఇవ్వాలి.
3. గత మూడేళ్లలో పార్కింగ్ ఫీజు ద్వారా వచ్చిన సగటు మొత్తాన్ని దృష్టిలో వుంచుకొని ప్రస్తుత సంవత్సరంలో వచ్చిన ఆదాయాన్ని పరిగణనలోకి తీసుకొని వేలం మొత్తాన్ని నిర్ణయించాలి.


4. బహిరంగ వేలం ప్రకటనను ప్రముఖ దిన పత్రికల్లో (ఆంగ్ల, తెలుగు, ఉర్దూ) ప్రచురించాలి.
5. అన్ని రైతు బజార్లలో కూడా ఒకే రకమైన టారిఫ్ను నిర్ణయించాలి. ఆ టారిఫ్ను కూడా వేలం ప్రకటనలో ప్రకటించాలి. అలాగే సంవత్సరానికి సరిపడ చెల్లింపుల్ని డిపాజిట్ రూపంలో ముందుగా చెల్లించాలి.
6. పార్కింగ్ స్థలాన్ని లీజుకు ఇచ్చాక రైతు బజార్ల వద్ద పార్కింగ్కు నిర్దేశించిన స్థలంలో వాహనాల్ని క్రమబద్ధంగా నిలిపి ఉంచే బాధ్యతను కాంట్రాక్టర్ కే విధిగా ఆవుజెప్పాలి.
7. రైతు బజార్ నిర్ణయించిన టారిఫ్ను మూత్రమే (వాహనాల రకాలవారీగా) వసూలు చేయాలి. ఇందుకు భిన్నంగా అధికంగా వసూలు చేసే వక్లంలో అట్టి కాంట్రాక్టును వెంటనే రద్దు పరచాలి. ఇందుకు అనుగుణంగా కాంట్రాక్టర్ తో కుదుర్చుకునే ఒప్పందంలో జాగ్రత్త వహించాలి.
8. రైతు బజార్ల వద్ద నగర పాలక సంస్థ స్థలంలో పార్కింగ్ చేసేవారికి ఫ్రీపెయిడ్ పార్కింగ్ కార్డు ఉన్నట్లయితే తప్పక అనుమతించాలి. వేలం ప్రకటనలో ఈ విషయాన్ని కూడా స్పష్టంగా పేర్కొనాలి. నగరపాలక సంస్థ అధీకృత ఫ్రీపెయిడ్ కార్డును అనుమతించటం వల్ల కార్డు దారులనుంచి వస్తున్న ఫిర్యాదుల్ని నివారించవచ్చు.
9. అన్ని రైతు బజార్లలో కూడా ఈ దిగువ పేర్కొన్న టారిఫ్ను నిర్ణయించాలి.

1. పైకిల్	రూ॥ 1.00
2. స్కూటర్/మోటార్ పైకిల్/మోపెడ్	రూ॥ 2.00
3. ఆటో/ కార్లు	రూ॥ 3.00

- 10 కేవలం హైదరాబాదు, రంగారెడ్డి జిల్లాల్లోనే గాక రాష్ట్రంలోని ఇతర ప్రాంతాల్లో వున్న రైతు బజార్లలో కూడా ఇదే విధమైన నిబంధనలు, టారిఫ్ను అమలు చేయాలి.
- 11 రైతు బజార్లలో వివిధ వాహనాల పార్కింగ్కు నిర్ణయించిన టారిఫ్ వివరాల్ని రైతు బజార్లో ప్రముఖంగా వినియోగదారులకు కనబడేటట్లు గోడలమీద లేక బోర్డుల పై రాయించాలి. అలాగే పబ్లిక్ ఆడ్రస్ సిస్టమ్ ద్వారా కూడా తరచూ ప్రకటించాలి. దీనివల్ల పార్కింగ్ ఫీజు టారిఫ్ వివరాలు వినియోగదారులకు తెలియటానికి అవకాశం కలుగుతుంది.
12. పార్కింగ్ స్థలంలో వినియోగదారుడు వాహనాన్ని నిలిపి ఉంచాక పార్కింగ్ కాంట్రాక్టర్ టోకెన్ జారీచేయాలి. పార్కింగ్ స్థలంలో నిలిపి వుంచిన వాహనం తన్నురింపబడినా, ఇతరత్రా దెబ్బతిన్నా కాంట్రాక్టర్ బాధ్యత వహించాలి. ఈ విషయాన్ని కాంట్రాక్టరుతో కుదుర్చుకున్న ఒప్పందంలో నిబంధనగా చేర్చాలి.

సంచాలకుల వారి సరిశీలనార్థం, మరియు తదుపరి ఉత్తర్వుల నిమిత్తం వివేదికను సమర్పించటమైనది.

  
(ఎ.రాజాప్రసాద్)  
09/3/03

  
సంచాలకులు

స్పెషల్ ఆఫీసర్ (ప్రాజెక్ట్)

పర్సన్-ఇన్-చార్జ్, వ్యవసాయ మార్కెట్ కమిటీ,

హైదరాబాదు

తేది. 10.3.2003.

**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

From  
V.M.Manohara Prasad, IAS.,  
Director of Marketing,  
Govt. of Andhra Pradesh,  
Hyderabad.

To  
All the Joint Collectors,  
in the State.

**Lr.No.M & E/RBZ/5/170/2003, dt.14-8-2003**

Sir,

Sub:- Handloom Industry – Establishment of Netha Bazars to provide Marketing facilities to the Handloom Weavers Co-op. Societies providing of space in the existing Rythu Bazars – Reg.

Ref:- Letter No. 5094/2003 dt. 14.8.2003 from the Commissioner Handlooms & Textiles and Development Commissioner Apparel export parks, A.P., Hyderabad.

...

In the reference cited the Commissioner, Handlooms & Textiles and Development Commissioner Apparel Export parks, A.P., Hyderabad has stated that the process of establishment of Netha Bazars with an out lay of Rs. 20.00 lakhs each will take some more time, therefore requested to provide space temporarily in the existing Rythu Bazars to facilitate the selling of handloom products in the Rythu Bazar till such time Netha Bazars are established and completed.

In view of the above I request you to provide sufficient space temporarily in the existing Rythu Bazars to facilitate selling of Handloom products in the Rythu Bazars till such time Netha Bazars are established.

Yours faithfully,

  
Director of Marketing

Copy to the Commissioner Handloom Textiles and Development Commissioner Apparel export parks, A.P., Hyderabad for information.

M. Jagadeeshwar, IAS.,  
Chief Executive Officer  
Rythu Bazars and  
Director of Marketing (FAC)



B.R.K. Bhavan,  
1st floor, Tankbund Road,  
Hyderabad.

D.O. Lr. No. RBZ/287/1/2003, dated 04-11-2003

Dear Sri

Functioning of rythu bazaars in the State is being closely reviewed by the Government. Honourable Chief Minister during the last Video Conference has directed to take effective steps to improve the performance of rythu bazaars. I request you to take necessary measures and streamline the functioning of rythu bazaars. The following indicative measures may help in improving the performance.

(1) Increase the arrivals:-

- > Success of Rythu Bazars largely depends on the arrival of quantities of vegetables.
- > Identifying the new farmers, motivating the existing farmers to bring their produce to the Rythu Bazars;
- > Removing the bottlenecks in issue of cards

(2) Price - fixation :-

- > Review the price-fixation procedures followed by Estate Officers carefully.
- > Sometimes farmers may feel that rates fixed by Estate Officers are unjustified and this may discourage the farmers.
- > Ensure that the data collected for the fixation of prices is reliable and trustworthy.
- > Cross-check the local market prices with the assistance of independent agencies.
- > Ensure active participation of farmers in the process of price-fixation.

an-82-10576  
DEBATCHED  
Date.....

**(3) Removal of middlemen:-**

- Organise special drives with the teams constituted from revenue, civil supplies and marketing, and cross-checking the arrivals with the type of crops at field-level
- Confiscation of produce from bogus farmers, deterrent action like booking police cases etc.
- Action against those officials responsible for issue of bogus cases.
- Wide publicity may be given as to the action taken against the bogus cardholders.

**(4) Formation of clusters:-**

- Every Estate Officer of rythu bazaar shall identify the villages which are predominantly vegetable growing areas and group these villages into 10-15 clusters.
- Names of farmers, farmers-groups, extents held by them, irrigation sources available etc should be enumerated.
- Horticulture Consultant shall visit every cluster on a specified day of the week and hold farmers training camps,

**(5) Farmer's training:-**

- Making the Horticulture Officer to visit the cluster- villages on a fixed day and conduct training programmes.
- Training material and training design to be developed in consultation with the Horticulture Department to suit the local specific needs and seasonality.
- Calender of training programmes, Rythu Bazar wise Horticulture consultant wise, cluster-wise shall be prepared in advance and notified.
- Surprise - visits to the cluster - centers may be done by senior - officers. Joint Collectors may nominate officers.

**(6) Action to improve low-performing rythu bazaars:-**

- Analyse the reasons for low - performance.



- Take up intensive campaign to motivate farmers and consumers.
- Streamline the functioning of Rythu Bazars.
- Relocate the rythu bazars to a more strategic location if necessary.
- Take action against the Estate Officer/Horticulture and appoint new persons if the poor -performance is because lack of adequate effort by these functionaries.

**(7) Co-ordination meetings:-**

- Hold meetings on regular basis with Marketing, Revenue, RTC, Horticulture Legal Metrology, Municipal, Civil - Supplies and Agriculture to ensure co-ordination among the various departments.

**(8) Functional - Committees:-**

Committees like Price- fixation Committee, disciplinary committee, sanitation committee, Finance and Accounts committee may be activated with the active participation of farmers' representatives.

**(9) Off-season production plan:-**

- Every rythu bazaar shall identify the lean seasons during which the arrivals are poor.
- Separate action-plan shall be prepared to grow suitable varieties of vegetables.
- Advance indent to be placed with the Horticulture Department for supply of seed.

**(10) Price monitoring:-**

- Keep a close watch on prices of various vegetables regularly.
- Transportation of vegetables from one bazaar to another may be arranged from surplus region to deficit region where abnormal increase is noticed.

**(11) Grading of vegetables:-**

- One of the main concerns affecting the reputation of rythu bazaars is quality of vegetables.
- Ensure that only fresh vegetables are allowed for sale.
- Strict vigilance on those unscrupulous traders/middlemen who have a tendency to bring inferior quality of vegetables from open market and try to sell in rythu bazaars.
- Farmers may be encouraged to grade the vegetables. Separate prices may be followed for graded quality vegetables.

**(12) Revival of defunct rythu bazaars:-**

- If necessary select alternate site which is more convenient to customers and farmers
- Explore the possibility of reviving by taking up campaign among the farmers to motivate them to bring their produce.
- Tie-up bulk consumers like hostels, hotels, hospitals residential schools.

**(13) Computers and FAX Machines:-**

- Install fax machines in all the rythu bazaars.
- In all the important rythu bazaars computers shall be installed with internet facility.
- Web-based system of on-line reporting of arrivals and prices is being developed, hence installation of modem and dial-up connectivity may be arranged to access internet.

**(14) Inspections:-**

- Regular inspections by District Collector and Joint Collector will have tremendous impact on improving performance.
- A detailed check memo is prescribed for inspections ( copy enclosed)
- Depute senior officers like PD, DRDA, District Coop Officer, Jt. Director Agriculture to inspect and submit reports. Copies of the

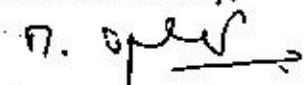
reports to be submitted to Chief Executive Officer, Rythu Bazar for information.

- Ensure that every Rythu Bazar is inspected by senior officer atleast once in 15 days.

Receipt of this D.O. letter may kindly be acknowledged.

With regards,

Yours Sincerely,

  
(M. JAGADEESHWAR)

To  
Sri M. Ravichandra, IAS.,  
Joint Collector,  
Ranga Reddy District,  
Ranga Reddy.

Copy to all District Collectors.

Copy to all Asst. Directors of Marketing in the State.

Copy submitted to PS to Secretary to Government, A&C(Mktg), Govt. of AP., Hyderabad.

Copy to PS to Minister for Marketing, Govt. of A.P., Hyderabad.

From:  
M. Jagadeeshwar, IAS,  
C.E.O Rythu Bazars  
O/o Commissioner and Director of Marketing,  
Govt. of A.P., Hyderabad.

To:  
All Joint Collectors in the state.

Dear Sir

Center for Good Governance has developed Rythu Bazar Online System which provides online entering of data for each Rythu Bazar data relating to daily prices and arrivals can be entered.

All the MIS reports also can be generated with the help of Software. This Software is already hosted in the server at CGG.

The website address is : <http://webapps.cgg.gov.in/Rythubazar>

Your Districts are allotted the following Userid and Password:

jc01	- Srikakulam.
jc02	- Vizianagaram.
jc03	- Visakhapatnam.
jc04	- East Godavari
jc05	- West Godavari
jc06	- Krishna
jc07	- Guntur
jc08	- Prakasam
jc09	- Nellore
jc10	- Chittoor
jc11	- Cuddupah
jc12	- Anantapur
jc13	- Kurnool
jc14	- Mahabubnagar
jc15	- Ranga Reddy
jc16	- Hyderabad
jc17	- Medak
jc18	- Nizamabad
jc19	- Adilabad
jc20	- Karimnagar
jc21	- Warangal
jc22	- Khammam
jc23	- Nalgonda

PASSWORD: guest

Rythu Bazar information at the district level can be entered.

**Add User option** to create user ids of each Estate officer of Rythu Bazar.

By default Password for each New User will be "guest" only. Kindly ask the staff to feed the daily prices and arrivals. For any further assistance you may get in touch with DIO at district level.

I request you to execute the Software and any queries, suggestions and modifications please intimate.

Chief Minister is going to check the data entered so kindly ensure data is entered regularly.

The procedure to be followed inorder to enter the data at the field level:

1. Go through the Power Point Presentation attached with this mail.
2. Use the Joint Collector's User ID and Password to login into the system
3. Enter the details of all rythu bazaars in district.
4. Once, all the Rythubazars information at the district is entered into the system, use Add User option to create the user ids for the Estate Officers of each rythubazar. By default, the password for each new user created will be 'guest' only.

I request you to call all the Estate officers and DIO to your office and give them thorough training.

All the Joint Collectors were permitted to install computers (with Internet facility) in all Rythu Bazars.

Yours sincerely,

  
A. J. C.  
Rythu Bazar (C.E.O)

**GOVERNMENT OF ANDHRA PRADESH**

**ABSTRACT**

Agri. & Co-op. (Horti.) Department - Permission to engage Horticulture Consultants on contract basis on consolidated remuneration of Rs. 5,000/- p.m. - Sanction accorded for the period from 01-04-2000 to 28-02-2001 - Orders - Issued.

**AGRICULTURE & COOPERATION (HORTI.) DEPARTMENT**

G.O.Rt.No. 316

Dated: 18.03.2000

Read the following :-

1. G.O.Rt.No. 544, A & C (Horti.) Department, Dated 11.05.1999
2. G.O.Rt.No. 589, A & C (Horti.) Department, Dated 20.05.1999
3. From the Commissioner of Horticulture, Hyd. Lr.No. Veg.(2)118/99, dated 24.01.2000

\* \* \* \* \*

**ORDER :**

In the Government Orders first and second read above, Government have accorded permission to District Collectors to hire 63 Nos. of Horticulture Consultants for nine months (i.e. 01.06.1999 to 29.02.2000) through a competent recruitment agency, on consolidated remuneration of Rs. 5,000/- per month, per Horticulture Consultant. The terms and conditions and other details for appointment of Horticulture consultants were to be communicated by the Director of Horticulture.

2. The Commissioner of Horticulture, Hyderabad in his letter last read above, has stated that the above permission is going to lapse by 29.02.2000. There is a temporary need to take care the existing Rythu Bazars all over the State. The technical support to the vegetable growers and subsequent sale of vegetables at Rythu Bazars needs proper advice through experienced consultants in Horticulture. There is no provision in the regular budget of the Horticulture Department.

3. The Commissioner of Horticulture has requested to Government to accord permission for hiring of 63 Horticulture Consultants on consolidated remuneration of Rs. 5,000/- p.m. per Horticulture Consultant.

4. Government after careful examination of the proposal hereby accord permission to the District Collectors in Andhra Pradesh for hiring 63 Horticulture Consultants on consolidated remuneration of Rs. 5,000/- p.m. per Horticulture consultant as per the terms and conditions and also the duties assigned to them as per the Annexure I & II to this order for the period from 01.04.2000 to 28.02.2001 with an out lay of Rs. 37.00 lakhs in relaxation of Treasury Control Orders over and above the Budget Estimates for 2000-2001.

5. The District Collectors are requested to ensure that adequate Publicity has to be given to invite applications for fair selection and to avoid automatic reappointment of the existing candidates. Existing Horticulture Consultant will have to apply afresh and compete with other candidates.

6. The Government hereby constitute the following selection committee members for selecting of Horticulture Consultants.

- |    |                  |    |                 |
|----|------------------|----|-----------------|
| 1. | Joint Collector  | .. | Chairman        |
| 2. | JDA/DDH          | .. | Member          |
| 3. | A.D.H. (Regular) | .. | Member/Convenor |

7. The above expenditure shall be debited to the Head of Account 2401 - Crop Husbandry - 119 Horticulture and Vegetable Crops. Scheme included in the plan SH (16) Establishment of Training center for processing of Fruits and Vegetables - 330 payment for professional and special services - 333 - Other Payments plan.
8. The Commissioner of Horticulture, Hyderabad is requested to send necessary proposals to the Government in Finance and Planning (EBS.XIII) Department for obtaining supplementary grants at an appropriate time.
9. This order issued with the concurrence of Finance and Planning Department vide their U.O.Note No. 1847/PFS/2000, Dated 16.03.2000.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

JAINER SINGH  
AGRICULTURE PRODUCTION COMMISSIONER &  
PRL. SECRETARY TO GOVERNMENT.

To  
The All District Collectors,  
The Commissioner of Horticulture, A.P. Hyderabad.  
The Finance & Planning Department,  
SF/Scs.

// Forwarded by Order //

Sd/-,  
SECTION OFFICER

\*\*\*\*

The Commissioner and Director of Marketing has convened the Video Conference on the functioning of Rythu Bazars on 27-2-2002 with all Joint Collectors, Agricultural Officers, Horticulture Officers, Officers of Cooperative Department, Estate Officers and Horticulture Consultants of Rythu Bazars. The following items were discussed and decisions taken.

**1. Formation of Vegetable Growers Co-operative Societies:**

Commissioner and Director of Marketing while initiating the discussions has sought the opinion of all the Joint Collectors, whether we can suggest the Government to organize the Rythu Bazars either as Vegetable Growers Co-operative Societies or the Registered Society. The Government has been spending huge amount on Rythu Bazars and there is need to form Rythu Bazars into farmers societies to make them self sustained as informed by Commissioner and Director of Marketing

Almost all the Joint Collectors, barring one or two were of the firm opinion to form the Vegetable Growers Co-operative Societies for the management of the Rythu Bazars for the benefit of farmers. The two options for forming the societies under the Cooperative Societies Act - 1964 or under the Act-1995 were discussed in the conference. The Societies formed under Act-1964 will have government participation in the society. Besides the societies are eligible for grants from Government and Government gives guarantee to the Societies.

The societies if formed under Act - 1995 for management the Rythu Bazars, it will be purely farmers societies, without involvement or interference of Government. The societies will be managed by the farmers themselves and the disputes if any will be decided by them alone. They can raise loans from financial institutions for development of the society and farmers.

Majority of the Joint Collectors and other officials participated in the Video Conference have suggested to form the societies under Act -1995 of the Coop. Societies Act. The Joint Collectors have suggested to have members from farming community, consumers and also SHGs in the society to safeguard the interest of all, and also the Government nominees to check the malpractices and influence of big farmers. The Joint Collectors have stated that the societies will



attract the large number of farmers, eliminate middlemen and the farmers can sell vegetables to society in case the farmer does not want to stay the whole day. The Grading, labeling and trading of the vegetables can be done by the society. The society can give loans to its members for growing more vegetables particularly off-season vegetables and for the purpose of transportation of vegetables to Rythu Bazars. The vegetables can be sent from surplus areas to deficit areas through society. The society can also purchase vegetables directly from the farmers at village level, who may not prefer to come to Rythu Bazars owing to their fieldwork.

The Joint Collector, Adilabad has informed that he has already formed farmers welfare association in the Rythu Bazar at Adilabad and it is functioning well.

The Joint Collector Nalgonda has suggested to form farmers society for each Rythu Bazar separately.

The Joint Collectors have informed that huge infrastructure running into crores of rupees has been created in the Rythu Bazars. They suggested that before handing over the infrastructure to the MACS on lease basis an M.O.U. has to be entered into with the society to safeguard the Government properties and consumers interest. The Joint Collector, Vizianagaram has been advised to send model MOU. However Commissioner and Director of Marketing advised the Joint Collectors to examine the proposals for forming the Rythu Bazars into MACS once again in detail and to send their views.

(Action: All the J.Cs)

## **2. Cold Storage facilities in Rythu Bazars:**

The Joint Collector, Nizamabad has requested to construct cold storage at Nizamabad for storage of vegetables by farmers and availing credit facility as in the case of RBP. Commissioner and Director of Marketing advised the Joint Collector to consult the scientists and find out the period upto which the vegetables can be stored in the cold storage plant.

(Action: JC, Nizamabad)

### **3. New Rythu Bazars:**

New Rythu Bazars will be opened at the following places as informed by the concerned Joint Collectors.

1. Palakonda
2. Bobbili
3. Anakapalli
4. Steel Plant, Visakhapatnam.
5. Bhainsa
6. Godavarikhani.

Commissioner and Director of Marketing advised the Joint Collectors to send proposals immediately. Before sending the proposals, the Joint Collectors shall ensure maximum identification of farmers and ideal location for establishment of Rythu Bazars.

(Action: J.Cs Concerned)

### **4. Horticulture Consultants:**

The Joint Collectors have informed that the area of operation of Horticulture Consultants is large, as a result the Horticulture Consultants are not in a position to tour all the vegetable growing villages & give guidance to the farmers and therefore suggested to have one Horticulture Consultant for each Rythu Bazar. It was advised to check the diary of Horticulture Consultants, duties attended by them and various schemes being implemented before taking a decision. This exercise shall be taken up by the A.D. Horticulture to study the role of Horticulture Consultant and to suggest the area of operation. The Estate Officer of Rythu Bazar, Mahaboobnagar has suggested to keep one visit book with the farmer for recording the suggestions of Horticulture Consultant to the farmer whenever he visits the village and his suggestions merit consideration.

(Action: All the J.Cs & A.Ds of Horticulture)

The extension of services of Horticulture Consultants beyond 28-2-2002 will be discussed by Commissioner and Director of Marketing with the Horticulture Commissioner.

(Action: Addl. Director of Marketing (P))

#### **5. Rythu Net**

The Joint Collectors have suggested to implement the Rythu Net on pilot basis in one or two Rythu Bazars in each District where the computers are available. Commissioner and Director of Marketing informed that a demonstration will be organised the Joint Collectors by the T.C.S. about the software development and implementation.

(Action: Addl. Director of Marketing (P))

#### **6. Grading:**

Commissioner & Director of Marketing advised the Joint Collectors to introduce the system of grading of Vegetables in the Rythu Bazars for fixation of rates variety wise. It will create incentive for improving the quality of vegetables grown by the cultivators and attracting large number of consumers to Rythu Bazars.

(Action: All the J.C.s.)

7. The proposals for repairs to structures if required may be sent immediately in view of ensuing monsoon season so that the farmer may not suffer. Water supply shall be arranged in the Rythu Bazars promptly in summer and the toilets may be kept clean since some instances have come to the notice that the sanitary arrangements in the Rythu Bazars are not satisfactory.

(Action: All the J.C.s.)

8. ~~Uniform weighing~~ scales shall be used in Rythu Bazars for correct weighment and usage of ~~stone-weights shall be disbanded~~ to avoid complaints in weighment.

(Action: All the J.C.s.)

9. The Joint Collectors were advised to consult the local Agri. Market Committees for sale of fertilisers in Rythu Bazars to attract more farmers.

(Action: All the J.Cs )

10. Commissioner & Director of Marketing advised to tie-up the sale of vegetables to the Hostels, Jails, Hospitals etc. for effective functioning of Rythu Bazars. The G.C.C. may be allotted stalls for sale of items by them.

(Action: All the J.Cs )

11. The Joint Collectors shall take up the exercise on evaluating the performance of Rythu Bazars and if necessary to shift the weak Rythu Bazars from non-strategic locations to ideal places.

(Action: All the J.Cs )

12. The Estate Officer, Rythu Bazar Kurnool has requested to fix the salaries of all Estate Officers uniformly. At present the salaries are being paid from Rs.3000 to 5000/- p.m. Since the appointing authority for the Estate Officers are the Joint Collectors, the matter is left to Joint Collectors to fix up the salaries of Estate Officers depending on the services rendered by the Estate officer in each Rythu Bazar and the volume of work involved.

(Action: All the J.Cs )



**COMMISSIONER & DIRECTOR OF MARKETING.**

To

All Joint Collectors.

All Horticulture Officers Agri. Officers

ADs of Horticulture

ADs DDs JDs of Marketing Department

GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT

From  
V.M. Manohara Prasad, I.A.S.,  
Director of Marketing,  
Govt. of Andhra Pradesh,  
Hyderabad

To  
All the Joint Collectors  
in the State

Lr. No. RBZ/Unit-21/73/2002, Dated: 08-05-2002

Sir

Sub: - Rythu Bazars - Placing the information of daily/weekly Prices and Arrivals of Rythu Bazars in the State in the Website - Reg.

\*\*\*

All the Joint Collectors are informed that the information regarding the daily and weekly prices and arrivals of vegetables in Rythu Bazars are placed on the Website <http://gist.ap.nic.in/market.html>.

Therefore they are requested to download the information from the above Website every Saturday

Yours faithfully

*V.M. Manohara Prasad*  
Director of Marketing

Copy to all Asst. Directors of Marketing  
also to download the information and  
give copy to concerned officers

Despatched

4/5/02

**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

**From**  
**V.M.Manohara Prasad, I.A.S.**  
**Director of Marketing,**  
**Govt. of Andhra Pradesh,**  
**Hyderabad.**

**To**  
**The Editor,**  
**Vaaritha,**  
**Lower Tank Bund Road,**  
**Hyderabad.**

**Lr.No.RB2 / Unit-21 / 72 / 2003, Dated. 29.5.2003.**

**Sir,**

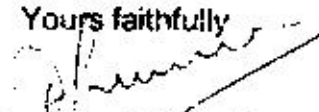
**Sub :- Publishing of Daily bulletins / rates of vegetable  
commodity transacted in Rythu Bazar and wholesale  
market yard in Hyderabad and Ranga Reddy Districts  
- Reg**

\*\*\*

**As you might be aware Marketing Department has established Rythu Bazars in the State to avoid middle men between producers and customers. The Marketing Department has taken up measures to collect vegetable prices from Rythu Bazars and wholesale market yards in twin cities every day.**

**In this regard I will be sending daily bulletins of Agriculture commodities prices transacted in Rythu Bazars and also certain wholesale market yards in Hyderabad and Ranga Reddy District by evening to you for publication through your daily news paper on the next day morning in the city edition for the benefit of both consumers and producers. The information of prices will be sent to you by fax every day.**

**I therefore request you kindly to publish the bulletins of prices in your news paper daily as a gesture**

**Yours faithfully**  
  
**for Director of Marketing.**

No.BBZ/ Unit -21/ 33/2003

Date: 10-03-2003

CIRCULAR

SUB:- Rythu Bazars - Conducting Training Programmes to Farmers by Rythu Bazars -  
Certain Guidelines - Issued.

The Estate Officers of Rythu Bazars are submitting proposals for organizing training programmes to farmers. The proposals are varying from one Rythu Bazars to another with regard to expenditure, types of trainings etc.

The following guidelines are hereby issued for adoption in conducting training programmes to farmers by the Rythu Bazars in the state.

GUIDE LINES:

- 1) Every Rythu Bazar shall prepare the Annual Action Plan for conducting training programmes to the farmers coming to the Rythu Bazars

This shall be part out of the Budget of the concerned Agri Market Committee.

- 2) The training shall be conducted as per Annual Action Plan every month.
- 3) Training shall be organized in groups for atleast 30 vegetable growing farmers at a time.
- 4) The cluster of vegetable growing villages and farmers shall be identified. Training should be conducted in identified villages as far as possible. Each individual identified farmer is eligible for six training days during the year.
- 5) The experts from Agriculture, Horticulture and Agricultural University shall be invited for giving training to farmers.
- 6) Training may be organized vegetable wise and the experts concerned with the vegetable shall be invited for the training.
- 7) Vegetable seed on subsidy basis shall be distributed to farmers preferably in the training programmes.
- 8) The present average productivity of vegetables shall be examined and efforts may be made to increase national average productivity.
- 9) The trainings shall also be imparted in water management, use of bio-fertilizers and compost manure to increase the productivity.
- 10) The Training shall be organised in co-Ordination with Horticulture Department.

- 11) The expenditure on each farmer shall be limited to Rs.10/- per training day. This amount shall be spent for giving vermi compost and printed literature to farmers. Not more than Rs.5/- can be spent on refreshments.
- 12) The Asst. Director is authorized to scrutinize and approve the proposal submitted by the Estate Officer of the Rythu Bazar.
- 13) The total amount required for one year for organizing training programmes as per above guidelines shall be released by the concerned Market Committee in favour of Joint Collector concerned.

  
DIRECTOR OF MARKETING

To  
All Estate Officer of Rythu Bazars in the State.  
All District Collectors/Joint Collectors in the State.  
All Assistant Directors of Marketing/Deputy Directors of Marketing/  
Joint Directors of Marketing in the State.  
All the Agri. Market Committees concerned.  
Copy to all officers in Head Office

NK



**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

From:  
V.M.Manohara Prasad, A.S.,  
Director of Marketing,  
Govt. of Andhra Pradesh,  
Hyderabad

To:  
The Person-in-Charge/Secretary,  
Agri. Market Committees where  
Rythu Bazars are functioning in the  
State.

Lr. No.RBZ-Unit-21/33/2003, dt./8.6.2003

Sir,

Sub:- Rythu Bazars – Conducting training programmes to  
of the Farmers of Rythu Bazars by the Horticulture Department –  
Reg.

Ref:- 1. This Office Circular No. RBZ/Unit-21/33/03, dt. 10.3.03.  
2. Lr.No. Veg.(1)/43/03, dt. 11.6.03 from Commissioner and Director  
of Horticulture, A.P., Hyderabad.

I enclose herewith a copy of the reference 2<sup>nd</sup> cited along with Scheduled Training Programmes of Rythu Bazars. The concerned Agri. Market Committees where Rythu Bazars functioning are directed to bear the expenses like arranging Shamiana, providing public address system refreshment etc. from the Agri. Market Committee's funds for the year 2003-04 for conducting training programme by the Horticulture Department at Rythu Bazars and also for conducting field visits to the vegetable farmers of Rythu Bazars and extend your cooperation for its successful completion. Hold the Training Programmes in the villages as far as possible.

**Yours faithfully,  
Sd/- V.M.Manohara Prasad,  
Director of Marketing**

Copy to All Estate Officers of Rythu Bazar's with instructions to make all necessary arrangements like arranging Shamiana, providing public address system, refreshments etc. and arrange to conduct the training programmes in consultation with the Agri. Market Committees and Horticulture Department officials and to send detailed compliance report.

Copy to all the Jt.Collectors in the State for necessary action.

Copy to the Commissioner & Director of Horticulture, A.P., Hyderabad.

Copy to the Asst. Directors of Horticulture in the State.

//H.b.o//

  
Special Officer (Projects)

**GOVERNMENT OF ANDHRA PRADESH  
DEPARTMENT OF HORTICULTURE**

From

Sri. J.S.V.Prasad, I.A.S.  
Commissioner & Director of  
Horticulture, Andhra Pradesh  
Hyderabad

To

The Director of Marketing  
Andhra Pradesh  
Hyderabad

Lr. No. Veg (1)/43/2003 Dt: 11.06.2003

Sir,

Sub :: Horticulture Department - Vegetable cultivation - Conduct of  
training programme to farmers at Rythu Bazar level - Regarding

\*\*\*\*\*

The Department of Horticulture has been providing technical support for Vegetable cultivation to the Rythu Bazar Farmers through the Horticulture Consultants till last year.

This arrangement has been reviewed and found to be not very satisfactory. Hence this year the Department of Horticulture has planned to conduct need based training programmes in a more systematic manner. For this purpose Department of Horticulture has identified district wise resource persons to provide trainings at Rythu Bazar level in each district. Similarly schedule of training programmes are also prepared based on the need of the Rythu Bazar farmers.

The Department of Horticulture will provide Honorarium and transport facilities to the subject matter specialists whenever they participate in the scheduled training programme. Similarly the Department of Marketing is requested to organize the Training programmes to the Rythu Bazar farmers duly bearing the expenses like arranging shamiana (if needed), providing public address system, refreshments etc. at Rythu Bazar and also for conducting field visits.

The Horticulture Officer of the area concerned or Asst. Director of Horticulture also will attend the Training Programmes whenever scheduled.

The Training programmes will be conducted on following subjects

- Nursery Management
- Cultivation of Hybrid vegetables
- Integrated Pest Management
- Integrated Nutrient Management
- Post harvest management practices
- Off-season vegetables cultivation
- Staggered cultivation of vegetables
- Protected or controlled cultivation of vegetables
- Water Management Practices etc.

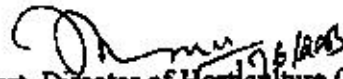
The list of Identified resources persons is enclosed.

Therefore the Director. of Marketing is requested to give necessary instructions to the Estate Officers concerned in this regard.

Encl: As Above  
Copy to All ADHs

Sd/- J.S.V.Prasad  
Commissioner & Director of Horticulture

//f.b.o.//

  
Asst. Director of Horticulture (Veg.)

P.T.D

## **SCHEDULE OF TRAINING PROGRAMME**

<b>Month</b>	<b>Subject of Training Programme</b>
<b>May-June</b>	<b>For Kharif Season: Cultivation of Hybrid vegetables, Main Field Preparation, Nursery Management,</b>
<b>June-July</b>	<b>Transplantation Techniques, Integrated Nutrient Management, Water Management practices</b>
<b>July- August</b>	<b>Integrated Pest Management</b>
<b>August-September</b>	<b>Post Harvest Management and Marketing Intelligence For Rabi Season: Main Field Preparation, Nursery Management,</b>
<b>September-October</b>	<b>Transplantation Techniques, Integrated Nutrient Management, Water Management</b>
<b>October-November</b>	<b>Integrated Pest Management</b>
<b>November-December</b>	<b>Post Harvest Management and Marketing Intelligence</b>
<b>December-January</b>	<b>For Summer Season: Off-season vegetables cultivation</b>
<b>January-February</b>	<b>Nursery Management, Transplantation Techniques, Water Management practices</b>
<b>February-March</b>	<b>Integrated Nutrient Management, Integrated Pest Management</b>
<b>March-April</b>	<b>Post Harvest Management and Marketing Intelligence</b>
<b>April-May</b>	<b>Protected or controlled cultivation of vegetables, Staggered cultivation of vegetables</b>

**RESOURCE PERSONS IDENTIFIED FOR IMPARTING TRAINING TO  
RYTHU BAZAR FARMERS**

<b>Resource Persons</b>	<b>: Retired</b>	<b>Place</b>
Dr. Y. Rama Rao	----	Hyderabad
Dr. V.Suryanarayana	-----	Rajahmundry
<b>Resource Persons</b>	<b>: Present Status</b>	<b>Place</b>
Dr. P.Venkata Rao	Professor, Department of Horticulture, College of Agriculture, Rajendranagar, Hyd.	Hyderabad
Dr. K. Ravinder Reddy	Senior Scientist, Vegetable Breeding Station, A.R.S., R'nagar, Hyd.	Hyderabad
Dr. B.Gowtham	Senior Scientist, Vegetable Breeding Station, A.R.S., R'nagar, Hyd.	Hyderabad
Dr.C.H.Chiranjee	Senior Scientist (Plant Entomologist) A.I.C.R.P. on Vegetables, A.R.S., R'nagar, Hyd.	Hyderabad
Dr. Vijaya	Senior Scientist (Plant Pathologist) Vegetables, A.R.S., R'nagar, Hyd.	Hyderabad
Dr. Niraja	Scientist, A.I.C.R.P. on Vegetables, A.R.S., R'nagar, Hyd.	Hyderabad
Dr. Narayanamma	Scientist (Agronomy), A.I.C.R.P. on Vegetables, A.R.S., R'nagar, Hyd.	Hyderabad
Dr. Abida Sultana	Senior Scientist, A.I.C.R.P. on Tuber crops, A.R.S., R'nagar, Hyd.	Hyderabad
Dr. M.A.Rahman	Senior Scientist (Plant Pathologist), A.I.C.R.P. on Tuber crops, A.R.S., R'nagar, Hyd.	Hyderabad
<b>Resource Persons</b>	<b>: Working</b>	<b>Place</b>
Dr. R.V.S.K.Reddy	Senior Scientist, Vijayaram	West Godavari
Dr. T.Bhagavan	Senior Scientist, Agriculture Research Station, Kovvur	West Godavari
Dr. Rama Rao	Senior Scientist, Nuzvidu	Krishna
Dr. Suryanarana Reddy	Principle Scientist, H.R.S.	Adilabad
Dr. M.L.N.Reddy	Professor, College of Agriculture,	Kurnool

	Mahanandi	
Dr. Ramakrishna	Scientist, H.R.S., Anantharajpet	Cuddapah
Dr. N. Narayana	Senior Scientist, Citrus Research Station, Tirupathi	Chittoor
Dr. Sekhar	Plant Pathologist, Coordinator, DAATTC.	Chittoor
Dr. Sambi Reddy	Coordinator, DAATTC.	Khammam
Dr. B. Nageswara Rao	Senior Horticulturist, H.R.S., Aswarapet	Khammam
Dr. T. Susheela	Asst. Professor, College of Agriculture, Naira	Srikakulam
Dr. K. Mamata	Asst. Professor, Krishi Vigyan Kendra, Amudalavalasa.	Srikakulam
Dr. A. Subbarao	Asst. Professor, Plant Entomologist, College of Agriculture, Naira	Srikakulam
Dr. K. Rajamannar	Professor, Plant Pathologist, College of Agriculture, Naira	Srikakulam
Dr. V.S.Shamala	Asst. Professor (Plant Pathologist), Krishi Vigyan Kendra, Amudalavalasa.	Srikakulam
Dr. Achutharama Rao	Principle Scientist (Plant Pathologist), Regional Agriculture Research Station, Anakapalli	Visakhapatnam
Dr. T. Shusheela	Horticulturist, Regional Agriculture Research Station, Anakapalli	Visakhapatnam
Dr.K.Venugopal Rao	Co-coordinator, DAATTC	East Godavari
Dr.R.Raghava Rao	Principle Scientist, Agriculture Research Station, Ambajipet	East Godavari
Sri. Jayarami Reddy	Co-coordinator, DAATTC	Nalgonda
Sri. Shashibhushan	Co-coordinator, DAATTC	Medak
Dr. Ravi Prakash	Professor & Head of the Department, College of Agriculture, Bapatla	Guntur
Dr Srihari	Horticulturist, JVRHRS, Malyal	Warangal
Dr. Bhupal Reddy	Plant pathologist, Coordinator, DAATTC.	Warangal
Sri Venkat Reddy	Plant Entomologist, JVRHRS, Malyal	Warangal
Dr. Sridevi	Plant Entomologist, Agril. Research Station	Warangal

**ANNEXURE-I**  
**Daily Report of Transactions**

**Name of the Rythu Bazar :**

**Date :**

Sl.No	Name of the Commodity	Arrivals in (Qtl)	Price	
			Local / Retail Rate	Rythu Bazar Rate
1	Tomato			
2	Brinjal			
3	Lady Finger			
4	Green Chillies			
5	Bitter Gourd			
6	Ribbed Gourd			
7	Cabbage			
8	French Beans			
9	Carrot			
10	Donda			
11	Cauliflower			
12	Potato			
13	Onion			
	Total :			

## Weekly Report of Transactions

From: \_\_\_\_\_ to \_\_\_\_\_

Name of the Rythu Bazar : \_\_\_\_\_

Date : \_\_\_\_\_

Sl. No	Name of the Commodity	Arrivals In (Qtl)	Average Price	
			Local / Retail Rate	Rythu Bazar Rate
1	Tomato			
2	Brinjal			
3	Lady Finger			
4	Green Chillies			
5	Bitter Gourd			
6	Ribbed Gourd			
7	Cabbage			
8	French Beans			
9	Carrot			
10	Donda			
	Sunflower			
12	Potato			
13	Leafy Vegetables			
14	Others			
	Total			

Sl. No	Name of the Commodity	Through S.H.G./Direct Govt. Agencies		Self-Help Group		Others		Total Qtls
		Arrivals In (Qtl)	Price	Arrivals In (Qtl)	Price	Arrivals In (Qtl)	Price	
1	Rice							
2	Oils							
3	Pulses							
4	Tamarind							
5	Dry Chillies							
6	Onions							



## Inspection Report on Rythu Bazar

### ESTATE OFFICERS:

No of Rythu Bazar where the  
response is

Yes      No

- |   |     |    |
|---|-----|----|
| 1. Is Estate Officer attending the Rythu Bazar<br>Daily on time (i.e., 6.00 AM)             | Yes | No |
| 2. Is price fixation done daily taking into account<br>Whole sale/Retail Prices.            |     |    |
| 3. Whether Stalls/Shops allotted to Farmers on First<br>Come first serve basis.             |     |    |
| 4. Whether weighing scales are provided to all farmers.                                     |     |    |
| 5. Whether Records/Registers maintained properly.   |     |    |
| 6. Whether verification of Photo Identity cards is<br>Done daily.                           |     |    |
| 7. Whether prompt action is taken to eliminate<br>Unauthorized person (without LD cards)    |     |    |
| 8. Whether action is taken to prevent farmers from<br>Selling vegetables not grown locally. |     |    |
| 9. Any person/group selling commodities without<br>Identity cards/authorization.            |     |    |
| 10. Are farmers selling only vegetables noted in the<br>Identity cards.                     |     |    |
| 11. Whether the photo on the identity card is that of<br>the farmer seller in Rythu Bazar.  |     |    |
| 12. Whether renewal of identity cards is done promptly                                      |     |    |

### SELF-HELP GROUPS:

- |   |       |            |
|---|-------|------------|
| 13. Whether activity is taken up as a Group or individual         | GROUP | INDIVIDUAL |
|   |       |            |
| 14. Whether such Groups are authorized to sell in<br>Rythu Bazar. |       |            |
| 15. Are they selling vegetables grown in the District.            |       |            |

16. Whether H.C is available in Rythu Bazar.

--	--

17. Whether H.C is giving timely advice to farmers on Horticulture.

--	--

18. Whether seed is supplied timely by H.C / Horticulture Department.

--	--

19. Whether farmers are satisfied with the quality of seed.

--	--

20. Whether farmers are satisfied with the suggestions/ Guidance given by H.Cs.

--	--

21. Is action plan prepared for production of vegetables during Off season.

--	--

If yes whether the plan under implementation

--	--

22. Is action taken to identify villages/farmers for sale of vegetables in Rythu Bazars.

--	--

**INFRASTRUCTURE:**

23. No. of sheds adequate or not.

--	--

24. Are sanitary arrangements satisfactory.

--	--

25. Are water supply arrangements satisfactory.

--	--

26. Are weighing scales available in required number  
If not - additional requirement.

--	--

27. Is Flooring proper for sale/display of vegetables.

--	--

28. Are Watch/Ward arrangements adequate.

--	--

**PRICES IN RYTHU BAZARS:**

29. Are vegetables sold at the prices fixed.

--	--

30. Are the prices of vegetables are less than the Local Retail Prices.

--	--

31. Are the prices higher than the wholesale market prices.

--	--

32. Whether farmers are involved in price fixation.

--	--

33. Whether marketing department is supplying wholesale Market/ prices daily.

--	--

34. Whether prices are displayed prominently in Rythu Bazar

--	--

35. Whether prices are announced through public address System.

--	--

**WORKS:**

36. Whether Quality of works executed is satisfactory.

--	--

**TRANSPORTATION:**

37. Are the existing arrangements for transportation Adequate.

--	--

38. If no - suggestions for additional requirements.

--	--

1

2

3

**SALE OF ESSENTIAL COMMODITIES:**

**OILFED:**

39. Whether Oilfed selling edible oils.

--	--

40. Whether sale price of oils is less than local market rates.

--	--

41. If not, what is the price difference.

--	--

**MARKFED:**

42. Whether Markfed selling pulses, tamarind, chillies etc.

--	--

43. Whether sale price is less than the market price.

--	--

44. If prices are high what is the price difference.

--	--

**CIVIL SUPPLIES:**

45. Whether civil supplies department selling essential Commodities.

--	--

46. Are the price of essential commodities lower than the Local rates.

--	--

If no, what is the difference.

## INSPECTIONS:

47. Whether inspection made during last one month by

1. Dist. Collector
2. Jt. Collector
3. Civil supplies Dept.
4. Horticulture Dept.
5. Agriculture Dept.
6. Marketing Dept.


## SUGGESTIONS OF FARMERS/CONSUMERS TO IMPROVE FUNCTIONING OF RYTHU BAZARS:

48. Farmers Reaction:

1. Are farmers happy with price fixation in Rythu Bazar
2. Are farmers satisfied with the service provided by H.C
3. Are farmers satisfied with the arrangements of sale in RB.
4. Are farmers happy with the present arrangements for transport
5. Are farmers able to get the identity cards within a week.


49. Consumers Reaction:

1. Are consumers satisfied with the quality of vegetables.
2. Are consumers satisfied with the weighments.
3. Are consumers happy with the sale price of vegetables.
4. Are consumers getting the vegetables at the prices fixed.
5. Are consumers getting the vegetable at prices less than Local retail rate.


**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

Agri. Mktg. Dept. – Rythu Bazars – Issue of certain guidelines / instructions and delegation of powers to the C & DAM for release of funds to Rythu Bazars and enhancement of remuneration to Estate Officers of Rythu Bazars etc. – Orders - Issued.

=====

**AGRICULTURE AND COOPERATION (AM.IV) DEPARTMENT**

**G.O.Ms.No. 29**

**Dated:16-02-2012**  
**Read the following:-**

- 1) G.O.Ms.No.254, Agri. & Coop. (Mktg.II) Dept., dt. 27-9-2003
- 2) G.O.Ms.No.216, Agri. & Coop. (Mktg.II) Dept., dt.27-08-2004.
- 3) G.O.Rt.No.1174, Agri. & Coop. (Mktg.II) Dept., dt.16-11-2006.
- 4) G.O.Rt.No.437, Agri. & Coop. (Mktg.II) Dept., dt.19-4-2007.
- 5) G.O.Ms.No.289, Agri. & Coop. (A.M.IV) Dept., dt.23-10-2008.
- 6) G.O.Rt.No.52, Agri. & Coop. (A.M.IV) Dept., dt.12-01-2011.
- 7) From the C&DAM, A.P., Hyd., Lr.No. RBZ/160/2008, dated 22-01-2009 and 08-01-2010.
- 8) From the C&DAM, A.P., Hyd., Lr.No. RBZ/11/2011, dated 20-08-2011.
- 9) From the C&DAM, A.P., Hyd., Lr.No. RBZ/11/2011, dated 15-07-2011.

**ORDER:**

Earlier certain guidelines have been issued in the references first to sixth read above, on appointment of Estate Officers, constituting committees for day-to-day monitoring and certain financial powers to the Commissioner and Director of Agricultural Marketing, A.P., Hyderabad etc. During the review meeting held by the Hon'ble Minister (Marketing & Warehousing) on 18-03-2011, Hon'ble Minister (Marketing & Warehousing) instructed to review the existing G.Os. and issue a comprehensive G.O. to over come the ambiguity in the existing G.Os.

2. Accordingly, the Commissioner and Director of Agricultural Marketing, A.P., Hyderabad has sent proposals vide references seventh to ninth read above for issuance of orders on administrative powers, terms and conditions for appointment of Estate Officers / Supervisors on contract basis in Rythu Bazars along with the duties of the Estate Officers / Supervisors.

3. Government after careful examination has decided to supersede the orders issued in the references first to seventh read above and also other orders issued on the subject from time to time and to issue new guidelines for establishment of new Rythu Bazars in the State with the administrative powers and functions and terms and conditions for appointment of Estate Officers / Supervisors on contract basis in Rythu Bazars along with the duties of Estate Officers / Supervisors as annexed to the orders.

4. The Commissioner and Director of Agricultural Marketing, A.P., Hyderabad shall take further necessary action in the matter.

5. This orders issues with the concurrence of Finance (Exp.A&C) Department, vide their U.O.No.882/414/A2/EAC/2011, dated 18-10-2011.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.Y.R. KRISHNA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To  
The Commissioner & Director of Agricultural Marketing, A.P., Hyderabad.

Copy to:

P.S. to Minister ( Mktg & W.H)

P.S. to the Addl. Secy. to Chief Minister.

P.S. to Pri. Secy (AM&C), Agri. & Coop. Department.

SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

**ADMINISTRATIVE POWERS AND FINANCIAL POWERS:**

**ADMINISTRATIVE POWERS :**

**1. Appointment and removal of Estate Officers and Supervisors for Rythu Bazars:**

- a. Appointment and removal of Estate Officers of Rythu Bazars in the entire State shall be henceforth done by the CEO, Rythu Bazars who shall be assisted by a committee consisting of the respective AD marketing and AD Horticulture of the concerned district.
- b. Appointment and removal of other Assistants in Rythu Bazars, hereafter called as 'Supervisors', if needed, shall be henceforth done by the Joint Collector concerned. He shall be assisted by a committee consisting of AD Marketing, AD Horticulture and AD Agriculture. All the existing staff other than Estate Officers shall henceforth be called as Supervisors.
- c. The appointment of security persons and maintenance of staff, if needed, shall be done by the Joint Collector.
- d. The appointments shall be strictly as per the terms and conditions mentioned in the annexure. The CEO and Joint Collector shall issue a speaking appointment order to the selected Estate Officer and Supervisors respectively. No person shall be allowed to work in the Rythu Bazars without specific written orders from the CEO/Joint Collector.
- e. The maximum number of persons that can be appointed in a particular Rythu Bazar shall be determined by a committee headed by CEO, Rythu Bazars and assisted by AD Marketing, AD Horticulture and AD Agriculture of the respective district. Under no circumstances, persons in excess of the prescribed limit shall be appointed in any Rythu bazar. The Joint Collector shall take necessary action to remove the excess staff, if any.
- f. In order to maintain uniformity in the State, all issues relating to the remuneration payable to the Estate Officers/Supervisors and it's subsequent enhancement, if necessary, shall be decided by the CEO, Rythu Bazars only, as per rules.

**2. Allotment of stalls to farmers:** The allotment of stalls to farmers shall be done by the Estate Officer fortnightly on First Come First Serve basis. The other aspects relating to identification of farmers and issue of identification cards to them shall be as per the 'functional manual on Rythu Bazars'.

**3. Allotment of stalls to Groups:**

- a. Joint Collector of the district shall be the competent authority to allot stalls. He shall head a Selection Committee consisting of the following officers who will scrutinize the applications from self help groups and select for allotment.

i. Asst. Director of Marketing	---	Convener
ii. District Youth Welfare Officer	---	Member
iii. Asst. Project Director (DRDA)	---	Member
iv. Estate Officer of concerned Rythu Bazar	---	Member

- b. No stall shall be allotted to groups without specific proceedings from the Joint Collector concerned.
- c. The number of stalls allotted to groups in a Rythu Bazar shall not exceed 25% of the total number of stalls. However, if there is no sufficient demand for stalls from the farmers, the allotment to groups may be increased up to 40% of the total number of stalls.
- d. **Selection – Procedure:-**
  - i. The above selection-committee shall invite applications by issuing a press notification specifying the number of stalls proposed for allotment in each Rythu Bazar. Based on their performance, seniority and internal savings, groups shall be assigned ranks.
  - ii. Self Help Groups which are registered under DRDA schemes are only eligible to apply.
  - iii. Number of stalls to be made available to IKP/CMEY groups shall be specified in the notification. Separate ranking shall be followed for IKP and CMEY groups.
- e. **Eligibility of the groups:-**
  - i. Groups which were allotted stalls once shall not be considered again for allotment.
  - ii. Only those groups which are registered at least one year prior to the date of notification are eligible.
  - iii. Groups shall have savings bank account and saving should be maintained regularly for a period of one year.
  - iv. Group must have maintained proper books of accounts, minutes book in support of their activities.
  - v. Groups which are registered outside the district cannot be considered for allotment.
  - vi. As far as possible, groups which are registered within revenue mandal in which the Rythu Bazar is located shall only be considered. However, if there are no suitable groups, selection committee may invite applications from other mandals also.
  - vii. All the members of the group must express their willingness to run a stall in Rythu Bazar with the common funds of the group. A resolution to this effect signed by all members should be attached with the application form.
  - viii. Groups to whom the financial assistance was already sanctioned for the purpose of carrying out some other group activity cannot be considered for allotment of stall in Rythu Bazar.
  - ix. Groups which have been given allotment and completed one year are not eligible to re-apply.
  - x. The Assistant Project Director shall verify the eligibility of applicant groups as per the above norms and submit a report to that effect to the Joint Collector.
- f. **Period of allotment:-** Period of allotment shall not exceed 3 years from the date of issue of order by the Joint Collector.
- g. **Rentals and maintenance charges:-** Joint Collector is competent to levy monthly rentals and maintenance charges payable by each group which shall be revised every year. Self help group shall pay the charges to the Estate Officer every month. Failure to pay charges within the stipulated time, shall result in cancellation of allotment.



- h. **Electricity Charges**:- Estate Officer shall take action on electricity charges as decided by Joint Collector. Wherever it is possible sub meters may be fixed, where it is not feasible, Joint Collector may fix the monthly electricity charges to be paid by each group based on size of stall, type of commodities sold, number of hours of usage etc.,
- i. **Types of vegetables / Commodities to be sold**:- Estate Officer shall specify the vegetables which are not grown locally and permit the sale of only such vegetables by the groups. However, if the vegetables locally grown are not available at that point of time, the Estate Officer may allow such vegetables to be sold in the Rythu Bazar. Based on the seasonal conditions, the Estate Officer shall specify the vegetables for each group for every three months.
- j. **Procurement**:- Vegetables / Commodities shall be procured by groups from the producing areas / wholesalers only.
- k. **Fixation of rates**:- Estate Officer of Rythu Bazar shall fix the retail Rythu Bazar price for each vegetable based on the wholesale price, transportation charges and margins. Rates fixed by Estate Officer shall be final. Groups are not permitted to sell at the rates in excess of rates fixed by Estate Officer. In respect of Commodities like, Dal, etc., the rates fixed by District Supply Officer shall be final.
- l. **Quality**:- Group shall sell only good quality vegetable commodities. Estate Officer shall have the right to reject any inferior quality vegetables / commodities.
- m. **No permanent constructions or alterations**:- Groups are not permitted to make any permanent constructions or alterations to the stalls.
- n. **Weighing Scales**:- Groups shall use only those scales and weights which are stamped by Legal Metrology Department.
- o. **Sales - Tax**:- Groups shall maintain necessary books of accounts and pay sales tax wherever applicable. Every group shall also issue bill to the consumers whenever the commodities to which the sales tax is applicable are sold.
- p. **No Sub-Lease**:- Self Help Groups who are allotted stalls shall not sub-lease or allow other persons to transact on their behalf. Only members of the group are permitted to carry on day to day activities.
- q. **Group - activity** - Profits / Loss arising out of transactions shall be shared by all members of group. Every month group shall hold meeting with all the members of the group and discuss about the transactions carried out during the month. Estate Officer of Rythu Bazars may call for the books of accounts of groups at any time and verify whether the stall is being run by the group or not. In case, it is noticed that there is no involvement of group members in the activity, the Estate Officer shall send a report to the Joint Collector for cancellation of allotment.
- r. **Identity Card**:- After allotment of the stalls, groups shall be issued identity cards. Group photo of the members shall be attached to the identity card.
- s. Groups shall abide by the rules and regulations specified by the Estate Officer relating to timings, holidays, etc., Groups shall keep their stalls neat and clean.
- t. **Cancellation**:- For any violation of conditions, Joint Collector is the competent authority to cancel the allotment even before the expiry of the agreement period. Before cancellation, group should be given a reasonable opportunity of being heard.

- u. **Undertaking:-** Immediately after selection, the group shall execute an undertaking on a non-judicial stamp paper of Rs.,100/- agreeing to abide by the conditions stipulated by Joint Collector. Only after taking undertaking, stalls shall be formally handed over to the groups. Joint Collector may stipulate any other conditions in the interest of smooth functioning of Rythu Bazar which shall also be incorporated in the undertaking.
  - v. **Existing Groups:-** All the existing allotments to CMEY / SHG groups which have exceeded a period of more than three years shall be cancelled as per rules. After cancellation it should be ensured that stalls are vacated. In no circumstances, new groups shall be allotted without canceling the allotments of existing in eligible groups.
- 4. Allotment of shops to Rice Miller Association:-** Two stalls in big Rythu Bazars and one stall in small Rythu Bazars shall be allotted to the concerned district Rice Millers Association. Rents as levied by the Joint Collector concerned and competent authority in Hyderabad and Ranga Reddy Districts shall be collected from the rice stalls. District Supply Officer shall decide the rates at which the rice should be sold in the stalls.
- 5. Monitoring the day to day functioning of the Rythu Bazar:**
- a. The Assistant Director, Marketing shall be responsible for overseeing the day to day functioning of the Estate Officer. He shall report fortnightly to the Joint Collector who shall take effective necessary steps for the smooth functioning of the Rythu Bazar. The AD shall also be the custodian of all files, records, communication etc pertaining to the Rythu Bazars in the district.
  - b. The Joint Collector shall also send a monthly report to the CEO, Rythu Bazars on the overall functioning of the Rythu Bazar in the district.
  - c. The recurring expenditure for functioning of Rythu Bazar such as salary, electricity charges etc shall be borne out of income generated through allotment of stalls, auction for parking, canteen etc.
  - d. In order to ensure better income to the Rythu Bazar, maintenance for parking, canteen, toilets etc shall be allotted to eligible persons through the process of tender/auctions only. No allotment shall be made on the basis of nominations. The Joint Collector shall be responsible for allotment through the process of tenders/auctions. The period of such allotment through tenders/auction shall not exceed one year and is not renewable.
  - e. District shall be treated as unit for release of the funds to Rythu Bazar. The Joint Collector shall analyze the income and expenditure of each Rythu Bazar and if needed, he may utilize the surplus funds from any Rythu Bazar for incurring recurring expenditure of loss making Rythu Bazar. After making the above internal adjustments, the Joint Collector shall submit quarterly report to the Commissioner and Director of Agricultural Marketing for further release of funds, duly showing the month wise income and expenditure from all the Rythu Bazars by enclosing copy of the utilization certificate furnished to the respective Agricultural Market Committees.
  - f. The Joint Collector shall get the accounts audited annually by a locally available but reputed chartered Accountant and submit copy of the audited report to the Commissioner and Director of Agricultural Marketing. The Assistant Director of Marketing shall be fully-responsible for proper maintenance of records and utilization of funds.

6. Notwithstanding anything mentioned in paragraph 1, 2, 3, 4 and 5 above, the powers of the Collector/Joint Collectors with regard to the Rythu Bazars in Hyderabad and Ranga reddy districts are withdrawn and are transferred to the Chief Executive Officer, Rythu Bazars. The Rythu Bazars in these two districts shall henceforth be maintained by the respective Secretaries, AMCs, under the Control of Chief Executive Officer, Rythu Bazars.

**FINANCIAL POWERS :**

1. All expenditure required for construction of permanent Rythu Bazars, opening of new Rythu Bazars, all capital, renovation and repair works in Rythu Bazars, provision of amenities, capacity building for personnel etc shall be part of the concerned AMC budget.
2. The Chief Executive Officer, Rythu Bazars may sanction expenditure relating to minor capital works, renovation and repair works in Rythu Bazars, provision of amenities, capacity building for personnel, office maintenance, etc not exceeding 10 lakhs out of Rythu Bazars funds. Such works shall be entrusted to the Engineering Section of the Marketing Department, but not to out side agencies.
3. The Joint Collector shall sanction recurring monthly expenditure viz., salary, electricity charges, telephone charges, water charges, sanitation and other miscellaneous items out of income earned from Rythu Bazars.
4. The Assistant Director of Marketing of the concerned district shall transfer all surplus income earned from Rythu Bazars to CEO, Rythu Bazars on a monthly basis.

I.Y.R. KRISHNA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT.

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**ANNEXUTE-II**

to G.O.Ms.No. 29 , Agri. &amp; Coop. (AM.IV) Dept., dated :16-02-2012

**TERMS AND CONDITIONS FOR APPOINTMENT OF ESTATE OFFICER / SUPERVISOR ON CONTRACT BASIS IN THE RYTHU BAZARS**

1. **Appointment:** A person appointed as Estate Officer/Supervisor shall not be regarded as a member of the service in which the post to which he/she is appointed is included and shall not be entitled by reason only of an appointment to any preferential right to any other appointment in that or in any other service.
2. **Agreement:** The Estate Officer/Supervisor appointed on contract basis, shall execute an agreement on a non-judicial stamp papers of Rs. 110/- (Rupees one hundred and ten only) with two witnesses to the CEO Rythu Bazars at the time of reporting to duty, agreeing to the conditions of contract. The selected candidates should report to duty to the Joint Collector concerned within 15 days from the date of appointment.
3. **Qualification:** Person possessing minimum qualification of B.Sc.(Horticulture), B.Sc.(Agriculture) and M.B.A of any recognized University is eligible for appointment as Estate Officer on contract basis. Any graduate from a recognized University is eligible for appointment as Supervisor on contract basis. The candidates shall bring necessary original documents at the time of selection to prove their age and qualification.
4. **Age:** The candidate should be below 34 years of age.
5. **Remuneration:** Estate Officer who is appointed on contract basis shall be paid consolidated remuneration as determined by the government from time to time. He shall not be eligible for any other allowances or monetary benefits.

Name of the contract Post	GHMC Cat.I	More than 1M. Pop. Cat.II (Visakhapatnam, Vijayawada)	Others Cat.III
Estate Officer	16,100	14,000	13,000
Supervisor	10,900	10,000	8,000
Security Guards	Min. Wage Act	Min. Wage Act	Min. Wage Act

6. **Contract period:** The contract agreement period shall be for 3 years with a break in service for each 11 months and the tenure of the contract is only as prescribed and is non-renewable/ non extendable.
7. **Termination of contract:** If the performance of the Estate Officer/Supervisor appointed on contract basis is found unsatisfactory during the contract period, or if their services are not required, their services will be terminated at any time, without assigning any reasons thereof.
8. The Estate Officer/Supervisor appointed on contract basis, shall work in any area of the District in the State of Andhra Pradesh and reside in the head quarters concerned or the place fixed by the CEO Rythu Bazar.

9. The Estate Officer/Supervisor so appointed on contract basis shall report at the place appointed at his / her own cost.
10. Working Hours: The working hours of the Estate Officer/Supervisor appointed on contract basis shall be as per the duties and job chart enclosed as Annexure-II.
11. Leave: Estate Officer/Supervisors appointed on contract basis are not entitled for any kind of leave like Earned Leave, Half-pay leave, Medical leave etc.
12. Transfer: The Estate Officer/Supervisors may be transferred within the district on administrative grounds.
13. No claim for regularization: The Estate Officer/Supervisor appointed on contract basis, shall not have any claim or right for regularization of their appointment and shall not resort to any court of law with regard to regularization of contract appointment.
14. Medical Certificate: The Selected candidate shall produce a medical fitness certificate issued by Government Civil Assistant Surgeon.

I.Y.R. KRISHNA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT.

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**DUTIES OF THE ESTATE OFFICER / SUPERVISORS**

1. Upkeep and maintenance of Rythu Bazar.
2. Daily allotment of stalls to farmers on First Come First Serve (FCFS) basis.
3. Provision of weighing scales to farmers daily and collecting them back in the evening.
4. Formation of price fixation committees and convening of the price fixation committee meetings everyday morning for realistic price fixation.
5. Price fixation.
6. Ensuring sales at the prices fixed.
7. Conducting a meeting of all farmers once in a week to assess the functioning of Rythu Bazar and to take course corrections and send the minutes to Joint Collector and CEO, Rythu Bazars.
8. Prominent display of prices at strategic points.
9. Use of public address system for announcement of prices.
10. Prevention of entry of middlemen.
11. Cleanliness sanitation.
12. Proper supply of power and water
13. Proper transport facilities to farmers.
14. Proper recording of daily arrivals and sales.
15. Prompt furnishing of returns and reports to the Joint Collector and CEO, Rythu Bazars.
16. Encourage sale of vegetables not grown locally, by the Self-Help Groups.
17. Ensure that the farmers sell vegetables mentioned in the identity cards.
18. Co-ordinate with Horticulture officers / consultants in timely distribution of seed material / inputs to promote Horticulture production.
19. Prevent entry of antisocial elements especially in the nights.
20. Proper maintenance of Accounts and inspection Register.
21. Settle disputes arising on account of quality, price etc., between sellers and purchasers.
22. Lease of space for parking / canteen etc., and realization of lease amounts.
23. Organize proper watch and ward.
24. Prompt action on adverse news items relating to Rythu Bazars.
25. Problems of transportation, middlemen, requirement of additional infrastructure and other problems shall be taken to the notice of Joint Collectors as and when necessary.
26. Timely Submission of files to the Joint Collector through AD marketing on expiry of allotment/lease period and seek written orders from the Joint Collector.

I.Y.R. KRISHNA RAO,  
PRINCIPAL SECRETARY TO GOVERNMENT.

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**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

**Agricultural Marketing Department – Rythu Bazaars – Issue of comprehensive guidelines for establishment of new Rythu Bazaars in the State – Orders - Issued.**  
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**AGRICULTURE AND COOPERATION (AM.IV) DEPARTMENT**

**G.O.Ms.No. 58**

**Dated:31-03-2012**

**Read:-**

From the Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of Agricultural Marketing, A.P, Hyderabad, Lr.No.RBZ/81/2011, dated 23-12-2011.

\*\*\*

**ORDER:**

Rythu Bazaars programme has been started mainly in urban centres with an intention to facilitate marketing of vegetables by the farmers themselves which would benefit both the farmers as well as consumers. Government, keeping in view, that there are no comprehensive guidelines for establishing new Rythu Bazaars and sanctioning of new Rythu Bazaars has decided to issue comprehensive guidelines for establishment of new Rythu Bazaars to ensure broad uniformity in the design of Rythu Bazaars, so as to make the concept a better success.

2. Accordingly, Government after careful examination hereby issue the following guidelines for establishment of new Rythu Bazaars in the State.

**GUIDELINES FOR THE ESTABLISHMENT OF NEW RYTHU BAZAARS.**

**1. LOCATION:**

- a. There should be no whole sale market, municipal market, shandi, Rythu Bazaar or vegetable market within 3 kms radius of the proposed Rythu bazaar.
- b. There should be direct RTC/private bus facilities from the villages to the Rythu bazaars or main bus stand and from the main bus stand to the Rythu bazaars.
- c. There should be no burial grounds in the vicinity of the Rythu bazaars.
- d. Rythu bazaars should be compulsorily located in a municipality or in a major Gram Panchayat.
- e. The area and population of the municipality/major Gram Panchayat should be furnished.
- f. The area and population of the ward in which the Rythu Bazaar is proposed to be located is to be furnished.
- g. A location sketch/map marking the above details signed by the town planning authorities shall be furnished. In other words, the sketch/map shall contain
  - i. Proposed Rythu Bazaar.
  - ii. Other vegetable markets along with distance from the proposed Rythu Bazaar.
  - iii. Bus stand.
  - iv. Approach road.

- v. Rural groceries.
- vi. Super markets selling vegetables.
- vii. Any other major landmark in the vicinity.

## **2. FINANCE OF AGRICULTURAL MARKET COMMITTEE :**

- a) The Agricultural Market Committee (AMC) in whose jurisdiction the proposed Rythu Bazaar falls shall have a minimum surplus of Rs.30 to Rs.40 lakhs which would approximately be the capital required for the establishment of a new Rythu Bazaar having atleast (50) shops.
- b) It is also noted that minimum recurring monthly expenditure for maintaining a Rythu Bazaar is Rs.25,000/- to Rs.30,000/-. Therefore, the concerned AMC shall have minimum surplus of Rs.3 to Rs.4 lakhs per annum, so as to bear the above monthly recurring expenditure for the Rythu Bazaar.

## **3. FARMERS :**

- a. The number of farmers identified shall be atleast twice the number of stalls in the proposed Rythu bazaar.
- b. Details of number of farmers from each village shall be given.

## **4. VILLAGE :**

- a. Number and Names of villages covered under the proposed RB shall be given.
- b. Production area and productivity in each village vegetable wise shall be furnished.

## **5. ARRIVALS :**

- a) The proposed Rythu bazaar shall have minimum 100 quintals arrivals every day.

## **6. DIMENSION OF THE RYTHU BAZAAR :**

- a. The proposed Rythu Bazaar shall have minimum 50 stalls/shops for farmers/SHG groups. Additionally it must have sufficient space for toilets, office area, parking etc.
- b. The Rythu Bazaar shall be preferably constructed in 'covered shed' model with back to back shops so as to best utilize the space.
- c. The minimum dimension of the shops are indicated as follows:
  - i. Shops/space for leafy vegetables: 6/6 ft
  - ii. Shops/space for other vegetables: 8/9 ft
  - iii. Shops/space for grains : 10/10 ft
- d. The passage/road between the shops shall be minimum 2.5 to 3 Meters to enable the consumers to purchase vegetables in a hassle free manner.

## **7. AVAILABILITY OF LAND :**

- a. Encumbrance free government land shall be identified. No rent/lease shall be paid by the AMC or marketing department.

The concerned Assistant Directors of Marketing / Dy. Executive



Engineers/ Executive Engineers shall follow the above guidelines while sending proposals for establishment of new Rythu Bazaars through Joint Collectors. The Joint Collectors are required to verify the same before sending proposals to the Government. The Superintendent Engineer (AM) shall follow the above guidelines while giving technical sanction to the new Rythu Bazaars.

3. The Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of Agricultural Marketing, A.P., Hyderabad shall in future examine all proposals with reference to the above guidelines and send proposals to Government along with Check Memo. annexed to this order for establishment of new Rythu Bazaars in the State.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.Y.R. KRISHNA RAO,  
SPECIAL CHIEF SECRETARY TO GOVERNMENT.

To

The Commissioner and Director of Agricultural Marketing, A.P., Hyderabad.

The Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of Agricultural Marketing, A.P., Hyderabad.

Copy to:

The O.S.D. to Minister (Mktg. & W.H)

The P.S. to the Additional Secretary to Chief Minister.

The P.S. to Special Chief Secretary to Govt. (AM&C), Agri. & Coop. Department.

SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER.

**GOVERNMENT OF ANDHRA PRADESH**  
**ABSTRACT**

Agricultural Marketing Department – Rythu Bazaars – Issue of comprehensive guidelines for establishment of new Rythu Bazaars in the State –Amendment Orders - Issued.

**AGRICULTURE AND COOPERATION (AM.IV) DEPARTMENT**

**G.O.Ms.No. 130**

**Dated: 27-06-2012**  
Read the following:-

1. G.O.Ms.No.29, A & C (AM.IV) Dept, dated 16-02-2012.
2. G.O.Ms.No.58, A & C (AM.IV)Dept., dated 31-03-2012.
3. From the Commissioner and Director of Agricultural Marketing, A.P, Hyderabad, Lr.No.RBZ/81/2011, dated 19-04-2012.

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**ORDER:**

In the circumstances reported by the Commissioner & Director of Agricultural Marketing, Hyderabad vide reference 3<sup>rd</sup> read above, Government after careful examination, hereby issue the following Amendment to Para-3 of the G.O.Ms.No.58, Agriculture & Co-operation (AM.IV) Department, dated 31-03-2012.

**AMENDMENT**

For	Read
The Chief Executive Officer, Rythu Bazaars, O/o the Commissioner & Director of Agricultural Marketing, Hyderabad shall in future examine all proposals with reference to the above guidelines and send proposals to the Government along with Check Memo annexed to this order for establishment of new Rythu Bazaars in the State.	The Commissioner & Director of Agricultural Marketing, Hyderabad is authorized to examine all proposals regarding establishment of new Rythu Bazaars in the State with reference to the above guidelines and take action as per G.O.Ms.No.29,A&C(AM.IV) dept. dated. 16-02-2012. (as per the revised Check List Appended to this order)

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.Y.R. KRISHNA RAO,  
SPECIAL CHIEF SECRETARY TO GOVERNMENT.

To

The Commissioner and Director of Agricultural Marketing, A.P., Hyderabad.

The Chief Executive Officer, Rythu Bazaars, o/o the Commissioner and Director of Agricultural Marketing, A.P., Hyderabad.

Copy to:

The O.S.D. to Minister (Mktg. & W.H)

The P.S. to the Additional Secretary to Chief Minister.

The P.S. to Special Chief Secretary to Govt. (AM&C), Agri. & Coop. Department.  
SF/SCs.

/ FORWARDED :: BY ORDER //

### **ANNEXURE**

to G.O.Ms.No. 130 , Agri. & Coop. (AM.IV) Dept., dated 27-06-2012.

#### **CHECK MEMO FOR ESTABLISHMENT OF NEW RYTHU BAZAARS**

Sl. No.	Items	Remarks
1.	Whether there is any whole sale market, municipal market, shandi, Rythu Bazar or super markets selling vegetables within 3 Kms. Radius of the proposed Rythu Bazaar.	
2.	Whether there is any burial ground in the vicinity of the proposed Rythu bazaars.	
3.	Whether there is any direct RTC/private bus facilities from the villages to the Rythu bazaar or main bus stand and from the main bus stand to the Rythu bazaar.	
4.	Whether the Rythu bazaar is located in a municipality or in a major Gram Panchayat.	
5.	What is the minimum surplus amount in the concerned Agricultural Market Committee.	
6.	Number of farmers identified.	
7.	Number of stalls proposed in the new Rythu Bazaar.	
8.	Names of the villages covered under proposed Rythu Bazaar.	
9.	Whether the data pertaining to productivity vegetable wise in each village has been furnished.	
10.	What is the anticipated minimum arrivals per day in the proposed Rythu Bazaar.	
11.	Whether the land identified is encumbrance free.	
12.	Whether any rent needs to be paid to the land.	
13.	Whether the land (area) is sufficient for constructing Rythu Bazaar as per norms mentioned in the point 6 of the G.O.Ms.No.58	
14.	Whether lay out of the new Rythu Bazaar has been prepared as per norms in point No.6 of the G.O.Ms.No.58.	
15.	Whether a location sketch has been enclosed as per point No.1 in the G.O.Ms.No.58.	

I.Y.R. KRISHNA RAO,  
SPECIAL CHIEF SECRETARY TO GOVERNMENT.

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Agricultural Marketing Department – Rythu Bazars- Issue of certain guidelines/ instructions and delegation of powers to the C&DOAM for release of funds to Rythu Bazars and enhancement of remuneration to Estate Officers of Rythu bazars etc., Amendment – Orders – Issued.

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**AGRICULTURE AND CO-OPERATION (AM.IV) DEPARTMENT**

G.O.Ms.No. 7

Dated:15-01-2013.  
Read the following:-

1. G.O.Ms.No.29, Agri. & Coop. Dept., dated 16-2-2012.
2. From the Commissioner & Director of Agri. Marketing, A.P. Hyderabad, Lr.No.Audit(1) 3596/2012, Dated 14-08-2012.

**ORDER:-**

In the circumstance explained by the Commissioner and Director of Agricultural Marketing, A.P., Hyderabad vide reference 2<sup>nd</sup> read above, Government after careful examination hereby issue the following amendment to para-5 (f) of the G.O.Ms.No.29, Agriculture & Cooperation (AM.IV) Department, dated 16-02-2012.

**AMENDMENT**

Under para-5 (f) of the said order, the following amendment is issued.

Existing	Amendment
The Joint Collector shall get the accounts audited annually by a locally available but reputed Chartered Accountant and submit copy of the audited report to the Commissioner & Director of Agricultural Marketing, Hyderabad. The Assistant Director of Marketing shall be fully responsible for proper maintenance of records and utilization of funds".	"The Joint Collector shall get the accounts of RBZ's annually audited by the Department of State Audit. He shall with the Assistance of A.D. Marketing rectify the defects/lapses raised in the Audit Reports of State Audit Department as well as Suomoto audit or observations made by the A.G. if any and submit the Action taken report every year to the C&DAM/Auditors".

( BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

I.Y.R.KRISHNA RAO  
SPECIAL CHIEF SECRETARY TO GOVERNMENT (AM&C)

To  
The Commissioner & Director of Agricultural Marketing, A.P. Hyderabad.

Copy to:-

The P.S. to the Additional Secretary to Hon'ble Chief Minister.  
The O.S.D. to Hon'ble Minister for Marketing & Warehousing.  
The P.S. to Special Chief Secretary to Govt. (AM & C), A & C Dept.  
SF/SC

//FORWARDED BY ORDER//

SECTION OFFICER

## FAX MESSAGE

From:  
G.P. REDDAIAH, IAS.,  
Commissioner and  
Director of Marketing,  
Govt. of A.P.,  
HYDERABAD.

To:  
ALL DIST. COLLECTORS.

In a meeting with the Chief Secretary today ie., 30-4-99, the Vice-Chairman & Managing Director, APSRTC has informed that APSRTC buses meant for Rythu Bazars are going empty because the arrivals of vegetables have come down. If this is the situation now, it is going to become much worse in the next few days. Kindly take all steps to ensure adequate arrivals in the Rythu Bazars -- this includes supply of seed to all the farmers without any further delay, making the farmers grow more vegetables, employing self-help groups to get the vegetables from the production areas for sale in the Rythu Bazars etc., etc.

If the functioning of Rythu Bazars is affected for want of adequate vegetables revival of these Rythu Bazars will become extremely difficult and should this happen, it will greatly embarrass the State Government.

Kindly take all steps necessary.

*[Signature]*  
for COMM. & DIRECTOR OF MARKETING. 30/4/99

Copy to Commissioner, Horticulture.

Copy to Secretary Agriculture.

Copy to Addl. Secretary to Hon'ble Chief Minister.

Copy to all concerned AMCs.

**Announcements made by the Hon'ble Chief Minister in the Collectors' Conference on 12-04-1999 and 13-04-1999 on Rythu Bazars and other issues related to Marketing Department.**

1. Pucca Rythu Bazars are being constructed at 21 centres in the State in the first phase now. Pucca Rythu Bazars will be constructed at another 39 centres in the next phase, shortly. Collectors will identify suitable sites and send proposals to the Commissioner and Director of Marketing at the earliest.
2. Funds for the construction of Pucca Rythu Bazars and for the salaries of the Staff and for day to day expenditure will be released from the Central Market Fund of the Marketing Department.
3. Expenditure incurred so far on sheds, temporary structures, weighing scales and various services/ amenities is met from the funds of the AMCs. The Rythu Bazars so far started are located either in Katcha sheds or in semi-permanent sheds without proper flooring or proper drainage facilities etc. There is a need to make improvements at all these Rythu Bazars before the coming monsoon and the local AMCs will provide funds for all these also. The Collectors will complete these items of work before 15-04-99 or at the latest by 15-05-99.
4. Collectors shall identify more number of vegetable cultivators so that the flow of vegetables into the Rythu Bazars in the coming off-season months is maintained.
5. Collectors also will arrange for distribution of seed to a large number of farmers in their districts to produce vegetables in considerable quantities for meeting the requirements of vegetables at the Rythu Bazars during the off-season months.
6. At a few places very small officials have been appointed as the Estate Officers of Rythu Bazars. They should be replaced by slightly senior officials. It is better to take retired people as Estate Officers. In all the cases Estate Officer shall be taken only on contract basis.
7. At all Rythu Bazars zero energy cooling centres shall be put up for storage the leftover vegetables.
8. Computers must be installed in all Rythu Bazars and information relating to the prices prevailing at all the Rythu Bazars must be communicated to the Commissioner & Director of Marketing every day who will disseminate this information to all the Rythu Bazars in the State so that every Rythu Bazar will know the prices prevailing at all other Rythu Bazars in the State.
9. Commissioner & Director of Marketing must take immediate action for the procurement and installation of computers at the Rythu Bazars in the next one month. He will also arrange for preparation of software by taking services of any reputed agency, Government or Private.



10. 89 Rythu Bazars are started so far and it is necessary to stabilize the working of these Rythu Bazars before starting new ones. Another 10-15 Rythu Bazars can be started at big/large towns and cities after carefully examining the need for Rythu Bazars and after making sure the availability of adequate quantities of vegetables even in the off-season months.
11. For the time being, only essential items like fruits Vegetables, rice, pulses, tamarind, eggs, oils, etc., only may be sold at Rythu Bazars. The sale of other items can be taken up later after gaining some experience.
12. There shall not be sale of meat, chicken and fish at Rythu Bazars.
13. Steps must be taken to make available at Rythu Bazars the packing material for the use of both farmers as well as consumers: Required number of stalls in the Rythu Bazars could be allotted for this purpose.
14. On the identity cards issued to the vegetable cultivators, apart from Photo, Thumb impression/ signature of the cultivators concerned shall be obtained.
15. Separate identity cards may be given for each season.
16. Collectors may examine the need for declaring one day in a week as a holiday depending upon the local circumstances.
17. The Horticulture Department should evolve appropriate technology for the transportation of vegetables from one place to the other without suffering any damage or quality loss. This shall be done at the earliest.
18. Large cultivators who cannot bring vegetables and sell them in Rythu Bazars can send their vegetables through their farm servants for sale at the Rythu Bazars and photo identity cards can be given to those farm servants.
19. For the time being it may not be necessary to have mobile vans for the sale of vegetables.
20. Collectors can appoint Horticulture experts as Consultants for the Rythu Bazars and make use of their services for cultivation of all varieties of vegetables in every district.
21. Self Help Groups must be involved to purchase vegetables not grown in the district either from the wholesale markets or, preferably, from production centres and sell them in Rythu Bazars. Financial assistance may be arranged to those people from the Banks.

Sd/-,  
**Commr. & Director of Mktg.**

//URGENT//

FAX MESSAGE

From:

G.P.REDDAIAH, IAS.,  
Commr. & Director of Marketing,  
Govt. of Andhra Pradesh,  
HYDERABAD.

To:

All Jt. Collectors.

Sir,

Sub:-Rythu Bazars - convening the meeting of Estate  
Officers of Rythu Bazars - Regarding.

It is proposed to convene the meeting of Estate  
Officers of Rythu Bazars on the following dates.

17-4-99 : Coastal Districts .. 11.00 AM  
Rayalaseema Dists. 3.00 PM

19-4-99 : Telangana Districts .. 3.00 PM

Office of the  
Venue for the Meetings: Commr. & Director of Mktg.  
1st Floor, BRK Buildings  
Tankbund Road, HYDERABAD.

I request you to kindly instruct all the Estate  
Officers of your Rythu Bazars to attend the meeting.

The Estate Officers may be asked to bring the  
following information to the meeting.

1. No. of villages & Vegetable growing farmers  
identified.
2. No. of photo identity cards issued.
3. Information to the checklist and addl. checklist, if not  
furnished.
4. System followed in fixation of prices.
5. Prices trend compared to local market rates in the  
last 15 days.

...2



6. Arrivals on each day for last 15 days (Commodity wise)
7. Average attendance of farmers on each day for the last fifteen days.
8. Particulars of sale of fruits/vegetables/pulses and other commodities, if any.
9. Information about allotment of Tea stalls/Canteen/ Scooter/Cycle stand, showing the auctioned amount.
10. No. of Meetings convened with farmer/consumers and with suggestions for improvement etc.
11. Action taken to produce vegetables in the Off season months.
12. Steps taken to make available all vegetables (Vegetables not grown in the Dist) at Rythu Bazars.
13. Whether Zero energy Cooling Centres are put up.
14. Steps taken to strengthen the infrastructure before the Rainy season.
15. Steps taken to eliminate small traders in Rythu bazars
16. Details of supporting staff, if any, in Rythu bazars.

*K. V. Reddy*

COMMR. & DIRECTOR OF MARKETING. 9.4.99

## **MINUTES OF THE JOINT COLLECTORS' MEETING ON RYTHU BAZARS HELD ON 26-2-1999 IN THE JUBILEE HALL.**

Inaugurating the conference, the Hon'ble Chief Minister has said the Rythu Bazars have become extremely popular both among the producers as well as the consumers. They are having a great impact on the prices. Because of this overwhelming response from all sections there is every need not only to stabilise 73 Rythu Bazars started so far but also to open more number of Rythu Bazars in the coming months. He said the prices of vegetables have come down even in the wholesale markets on account of Rythu Bazars.

**He has issued the following instructions :**

Since the number of farmers identified is not enough for several Rythu Bazars more number of farmers should be identified for every Rythu Bazar so that the present level of inflow of vegetables could be maintained even in the off season months.

Family Photo Identity Cards should be given to all members of the Family so that any one of them could come to Rythu Bazars.

Efforts should be made to produce all kinds of vegetables in all the Districts. Horticulture Department should take steps for growing vegetables in the coming months so that adequate quantities are available in the ensuing of season also. This is very important since the very survival of the Rythu Bazars depends on the availability of vegetables all through the year.

The Horticulture Department should come up with necessary proposals if they need any funds for this purpose.

They can make use of all expertise available in their Districts.

Middlemen shall not be allowed into the Rythu Bazars under any circumstances. If necessary Police help should be taken to prevent entry of middlemen into Rythu Bazars and to ensure that they do not disturb the functioning of the Rythu Bazars.

Price fixation should be done more realistically in consultation with the farmers to ensure that they get remunerative prices for their produce. Price should be fixed after obtaining the prices prevailing in the local wholesale market.

Self Help Groups should be involved to purchase vegetables not available in the Rythu Bazars and sell them in Rythu Bazars.

Self-Help Groups should also be encouraged to provide trollies, packing material etc., for the benefit of both the producers and the consumers.

Since the success of Rythu Bazars depends on their location, lands at suitable places should be identified in all the towns so that pacca Rythu Bazars could be put up at the earliest.

In view of the good response for the Rythu Bazars more number of Rythu Bazars would be established in the next one or two months. The Joint Collectors should keep ready suitable lands. For this purpose all suitable available lands whether they belong to Revenue Department, or Local Bodies or Educational Institutions or Hospitals or to Government of India or surplus lands can be taken over.

Proper accounts must be maintained for all the funds released. Further releases would depend on the proper rendering of accounts.

Joint Collectors must explore the possibilities of generating revenues for the Rythu Bazars from rentals on cycle stands, canteens etc., etc.

Joint Collectors must hold meetings with the farmers every week, take their views on improving the functioning of the Rythu Bazars and take steps to implement those suggestions. The Joint Collectors should send the minutes of all meetings to the Commissioner & Director of Marketing. Joint Collectors must also send reports to Commissioner & Director of Marketing on the innovative steps taken if any in their Districts, so that the same could be sent to other Districts for adoption in all the Districts.

All reports must be sent to the Commissioner & Director of Marketing regularly.

Farmers belonging to one District may be permitted to sell their vegetables in other Districts according to their convenience if they found this to be economical.

Permanent Office accommodation will be provided for the Estate Officers and for locating the Extension education centres in Rythu Bazars. The Joint Collectors shall take all steps to control the prices of essential commodities. It is necessary to have adequate communication facilities in all Rythu Bazars. Towards this end, Rythu Bazars should be provided with Fax machines.

Concluding, the Chief Minister has reiterated that since the Rythu Bazars have an important role to play to ensure remunerative prices to the farmers and making fresh vegetables available to the consumers at cheap prices and to control the prices, the Dist. Collectors/ Joint Collectors must take active role in Rythu Bazars and ensure that they function effectively.

After the Chief Minister left the Revenue Minister, the Minister for Marketing and the Chief Secretary continued the meeting.

***The following further instructions are issued:***

All steps must be explored to make the Rythu Bazars self sufficient by getting some income on rents from Cycle stand, Scooter stand, Tea stalls, Canteens etc. etc. Initially, they can be let out for a period of 3 months. In the light of the experience gained in these 3 months further action could be taken for long term leasing.

Joint Collectors must compulsorily hold farmers meetings atleast every week for sometime and they should attend every meeting, take the views of the farmers and take action on the suggestions made by the farmers.

The present arrangement of the Government doing everything for Rythu Bazars cannot continue for long and some workable system should be evolved by involving the farmers more and more and entrust the management of Rythu Bazars to the farmers themselves. Registers must be maintained for every Rythu Bazars to record the attendance of farmers.

For the time being only vegetables could be sold at Rythu Bazars. Other things like Rice, Pulses, Fish, Meat and Eggs need not be sold at Rythu Bazars. They can be thought of later after gaining some experience.

Some workable arrangements should be made locally for keeping the leftover vegetables.

Rythu Bazars shall not be opened without adequate preparation and without informing the APSRTC Officials and all concerned Departments.

Though Government wants more number of Rythu Bazars to be setup, all care should be taken in this regard, as any action to setup Rythu Bazars indiscriminately will defeat the very objective of the Government.

All sheds in Rythu Bazars must be constructed facing North and South.

Farmers who may have taken loans from the wholesale merchants should be assisted financially to repay their loans to the wholesale merchants so that they would not be forced to go back to the wholesale merchants again.

All services should be privatised, If necessary by involving self help groups. Regular cleaning of Rythu Bazars everyday is necessary.

All efforts must be made to arrange for production of all kinds of vegetables in the coming off season months.

Joint Collectors must submit their action plans for producing vegetables to meet the off season demand indicating their requirement of seeds and funds not later than 3<sup>rd</sup> March, 1999 to the Director of Horticulture.

Farmers should be trained to produce keeping the Market requirement in view economically.

Big farmers can also be allowed to sell through their farm servants or their representatives, provided they carry Photo Identity cards. Every care shall be taken to ensure that this facility is not misused by the trading community one way or the other.

## CHIEF SECRETARY

Today C&M, held a tele conference with the Collector on Rythu bazars. Some of the points made in the tele conference are listed below:

### RYTHU AZARS :

- 1) The Jt. Collectors are incharge of Rythu Bazars. Estate Officers are responsible for the day to day running of the Rythu Bazars. Rs. 1.00 lakh is given to each Rythu Bazar. The JCs should assess what is the money required to run each RYTHU BAZAR and make a report to the Commissioner of Marketing. Commissioner of Marketing is responsible at the State Level and he will coordinate with Agriculture Dept., Horticulture Dept., and APSRTC. Jt. Collectors should coordinate at the district level with the Agriculture Dept., Horticulture Dept and APSRTC.
- 2) Some complaints are received that photo identity cards and weighing scales are not given in adequate number. The no. of weighing scales provided should equal the no. of stalls in a RYTHU BAZAR. The number of photo identity cards issued can be more than the no. of stalls because the same stall can be used by different ryots at different times.
- 3) For putting up of the permanent structure for the RYTHU BAZAR, any government land can be taken. This includes land with different departments of the Government covered by a compound wall. It will include the land of the local bodies like municipalities, PR institutions also.
- 4) Seed kits for vegetables can be given in Ananthapur district.
- 5) Complaint registers may be kept in each RYTHU BAZAR and a complaint box also may be kept so that people can give their complaints anonymously without fear of reprisal.
- 6) Vegetables from other districts can be allowed to be sold only by DWCRAs groups. In Adilabad the endowment land can be taken on lease for the RYTHU BAZAR.
- 7) Fax machine should be installed at RYTHU BAZAR to facilitate communication Pay phones also can be established at RYTHU BAZAR to facilitate communication.
- 8) At Ramabhadrapuram, Vizianagaram, the Collector wants a cold storage. Whether a cold storage will serve the purpose or not and what is sought to be stored need to be examined by the Commissioner, Agriculture, Commissioner, Horticulture and thereafter action taken for the construction of cold storage in the private sector if there is adequate demand. Otherwise the low cost model of the APAU should be popularised.

Sd/-,  
(V. ANANDARAU)  
Chief Secretary

Secretary (A&C)  
Prl. Secy. (A&C)  
Commr. of Marketing  
Copy to Addl. Secy. to C.M.

GOVERNMENT OF ANDHRA PRADESH  
Marketing Department

From: G.P. REDDAIAH, IAS.,  
Commissioner & Director  
of Marketing,  
Govt. of A.P.  
HYDERABAD.

To: The Dist. Collector  
Joint Collectors.

E.mail: comm.marknet@hyd1.ap.gov.in

RYTHU BAZAR 99, dated 15-2-99.

Sir,

Sub: RYTHU BAZARS - Furnishing of weekly  
reports by E.mail - Reg.

.....

Since more and more number of Rythu Bazars are going to be started it may be difficult to send reports everyday about the Rythu Bazars. It is not only time-taking it is also expensive. It is therefore decided that it is enough if the reports are sent once in a week, containing information relating to the entire week. Reports may be sent on every Friday on E-mail in the proforma enclosed to this letter. Since Estate Officers are being appointed for every Rythu Bazar they may be asked to put up to you and the reports can be sent to me with your approval.

A hard-copy may be sent by post on Friday itself which we can receive here on Saturdays.

Yours faithfully,

Sd/- G.P. REDDAIAH,  
COMMR. & DIRECTOR  
OF MARKETING.

//F.B.O//

*[Signature]*  
15/2/99  
Asst. Director of Marketing.



## WEEKLY RETURNS ON TRANSACTIONS FOR THE WEEK ENDING

**Name of the Rythu Bazar/Town:**

A.

S.No.	Arrivals Commodity	Total arrivals during the previous week i.e. week ending	Arrivals during Current week ending	% of increase/ Decrease
1	2	3	4	5
1	Tomato			
2	Brinjal			
3	Beans			
4	Potato			
5	Onions			
6	Mirchi			
7	Carrot			
8	Gobi			
9	Cauliflower			
10	Bitter gourd			
11	Lady's finger			
12	Carrot etc.,			

B.

S.No.	Prices (of Commodities as above)	During the Previous week ending		During the Current Week	
		at Local Market	at Rythu Bazar	at Local Market	at Rythu Bazar
1	2	3	4	5	6
1	Tomato				
2	Brinjal				
3	Beans				
4	Potato				
5	Onions				
6	Mirchi				
7	Carrot				
8	Gobi				
9	Cauliflower				
10	Bitter gourd				
11	Lady's finger				
12	Carrot etc.,				

C.	During Previous Week ending	During Current Week Ending
	1	2

No.of Farmers Attended on  
an average a day

N.B:- Weekly report for the Week ending every Friday may be sent  
over E-mail, Hard copy also to be despatch by post on every Friday.



**GOVERNMENT OF ANDHRA PRADESH  
MARKETING DEPARTMENT**

From:  
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To:  
All Dist. Collectors / Jt. Collectors

Lr. No. RBZ/31/99, Dated: 15-2-1999.

Sir,

We will be having a meeting of the Jt. Collectors shortly sometime in the next few days for a comprehensive discussion on Rythu Bazars. The response for the Rythu Bazars is so overwhelming that Government wants to set up Rythu Bazars in all the important towns. The Hon'ble Chief Minister and the Minister for Revenue will be addressing you.

Among others, the following issues will come up for discussion :

1. In some Districts the number of villages and the number of farmers identified and Photo-Identity cards given are not enough. Unless a large number of farmers are identified and Photo-Identity Cards given it is difficult to ensure adequate arrivals of vegetables into the Rythu Bazars. Since the response from Rythu Bazars is very good, more and more consumers will be coming to Rythu Bazars and the vegetable arrivals into the Rythu Bazars should also be more. If the number of vegetable cultivators identified even during the present season is small, the problem becomes more accentuated in the coming months/ off season months. Therefore there is every need to identify more number of villages and more number of vegetable cultivators and attach them to various Rythu Bazars. This means the farmers would know to which Rythu Bazar they are attached so that they can directly go to those Rythu Bazars. This attachment so that they can directly go to those Rythu Bazars. This attachment of villages and farmers to Rythu Bazars is necessary because more and more Rythu Bazars will be coming up.
2. The arrivals of vegetables may go down slowly and therefore every effort needs be made to maintain the present tempo of arrivals. More and more farmers should be made to take up cultivation of vegetables by giving them subsidised seeds. Similarly more varieties of vegetables should also be promoted in every District. As of now, all vegetables are not coming to the Rythu Bazars and therefore the consumers must be going to other markets to purchase vegetables not available in Rythu Bazars. If only all vegetables are produced in all District this difficulty can be obviated.
3. Please identify the off season months and take steps right from now onwards to make the farmers grow vegetables to take care of the off-season requirements. The Asst. Director of Horticulture and the Jt. Director of Agriculture may be asked to take up this exercise and make all efforts to grow vegetables on the above lines. The Chief Minister has already instructed the Secretary Agriculture on this Rythu Bazars shall under no circumstances suffer on account of non flow of vegetables. This calls for sustained efforts.

4. Please ensure that the Estate Officers are appointed without any further delay. Please select suitable persons with necessary aptitude and abilities for this kind of work.
5. As seen, at many Rythu Bazars the Traders are not taking kindly to Rythu Bazars and are creating all kinds of problems. They are causing disturbances at Rythu Bazars; they are also selling at the Rythu Bazars behaving as though they are farmers. It may be because that they are able to obtain Photo Identity Cards or due to the laxity the people incharge of Rythu Bazars. At some other Rythu Bazars all kinds of Hawkers/ Vendors are found to be selling in and around the Rythu Bazars. All this must not be allowed. Every effort shall be made to clear the area of Rythu Bazar and every effort shall be made not to allow the Traders into the Rythu Bazars. There must be a constant vigil.
6. Bulk sales must be avoided. Since the Rythu Bazars are intended to help the consumers also it is not desirable to allow the bulk sales, whatever may be the circumstances.
7. At some Rythu Bazars, there is not much of variation in prices between the Rythu Bazars and the local private Markets. Clear-cut price fixation policies do not seem to have been evolved. Prices must be fixed very carefully in consultation with some of the farmers who come to Rythu Bazar after taking into account the prices prevailing in the local market. The prices must be so fixed that both the farmers as well as the consumers feel happy, otherwise, it becomes difficult to sustain the Rythu Bazars.
8. One complaint often heard is that, there are no adequate number of Weighing Scales. The local Agril. Market Committee may be asked to make available adequate number of weighing scales. Instructions have been issued to all Market Committees in this regard. Please also provide adequate space for keeping the weighing scales during nights. The use of weighing scales and their safe custody should be taken care of. Otherwise they will disappear after sometime.
9. Zero Energy Cooling Centres have been constructed at Mohdipatnam, Saroomagar and Kukatpally Rythu Bazars on experimental basis as per the technology provided by the Scientists of APAU. They may serve the purpose to store the leftover vegetables for a day or two. After the units set up at these 3 places are found to be satisfactory similar units can be set up at all the Rythu Bazars. In the meantime please explore the possibilities of identifying some private entrepreneurs who are prepared to construct the Cold Storage Units of 5 10 Tons capacity for preserving the leftover vegetables.
10. So far either katcha or Semi-permanent sheds are constructed at all Rythu Bazars. One model Rythu Bazar is coming up at Erragadda in Hyderabad city in another 10-15 days time. If this is found to be alright, steps will be taken to put up similar structures every where. In the meantime you may identify sites for constructing pucca structures. Minimum requirement of space should be not less than 2 acres. If in the meantime you want to set up Rythu Bazars, you may do so without incurring much of expenditure so that this expenditure would not go waste if they are to be replaced to by Pacca structures.
11. Maintenance and cleanliness at the Rythu Bazars are absolutely essential. Till such time Rythu Bazars are able to take up this on their own, which may take sometime, the Local Municipality may be asked to take up this.
12. Entry of all vehicles whether two wheelers, 4 wheelers, Autos or Cycles etc., into Rythu Bazars must be stopped totally.

13. Not all the vegetables may be available in Rythu Bazars. Please identify the self help groups like CMEY, DWCRA etc., and assist them financially so that they would go to the production areas, buy and sell them in Rythu Bazars or they can atleast go to the local wholesale markets, but then and sell them in Rythu Bazars.
14. Please also take steps for the sale of essential items like Pulses, Eggs etc., in the Rythu Bazars. The sale of Fish and non-vegetarian items should be discouraged. This is the feeling of the Cabinet Sub-committee.
15. You may encourage DWCRA groups to put up stalls for the sale of packing material for the use of consumers as well as farmers. Similarly, one or two unemployed youth may be assisted financially to provide Trolleys on payment basis for the benefit of Farmers and Consumers.
16. Please also arrange for Installation of a Telephone booth in the Rythu Bazars.
17. Please arrange for a bank Branch or atleast an Extension Counter in all Rythu Bazars.
18. The Local Agril. Market Committee may be asked to take a stall or two at Rythu Bazars for the sale of Seed and Fertilizers to the farmers.
19. The Agriculture & Horticulture Departments may also put up centres in Rythu Bazars for educating the farmers.
20. Jt. Collectors have been requested to hold meetings of the farmers and consumers and find out their problems and suggestions if any. Hope it is already done. In case it is not done so far, please do it immediately and try to implement some of the suggestions which can be implemented without much of difficulty, under intimation to this office.
21. Watch and ward of the Rythu Bazar premises all the 24 Hours is very essential.
22. APSRTC has agreed to provide necessary bus facilities, specially designed, from all the villages up to Rythu Bazar points. The Managing Director promised all help. In case there is any difficulty you may take up this matter with the local RTC officials and sort it out. MD APSRTC has requested for adequate space near the Rythu Bazars for the buses.
23. If the number of farmers that come to Rythu Bazar is going down it means that something is wrong. You must look into the reasons and take steps to set right.
24. During the Chief Minister's Tele-conferencing with the Collectors, Collector, Mahabubnagar has requested the Hon'ble Chief Minister to permit the farmers of Mahabubnagar District to take their vegetables to Hyderabad city, because that is more convenient and more profitable to them. Similar situation may be prevailing in other districts too (i.e., farmers belonging to one district wanting to take their vegetables to other district). It is now clarified that there is no objection to this. Farmers of any District can take their vegetables to any other District convenient them within the State. But, modalities have to be worked-out for this so that the farmers are not put to any inconvenience. It must also be ensured that this facility is not misused by any section.

I will again write to you shortly about the meeting date.

Yours faithfully,  
Sd/-,  
Commr. & Director of Marketing

