

ANDHRA PRADESH STATE
ROAD TRANSPORT CORPORATION

1999

No.03/159(34)/98-OPD-T

Office of the VC & MD,
Musheerabad, Hyderabad.

CIRCULAR NO. 4/99-OPD-T, DATED: 22-01-1999

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SUB:-RYTHU BAZAARS: Organising RYTHU BAZAARS by the Government -Arranging of Buses - Issue of instructions - Reg.

Ref: This office Tele-Fax No.03/159(34)/98-OPD-T,
Dated 18th January 1999.

1. Government have decided to organise RYTHU BAZAARS to facilitate the farmers sell farm fresh vegetables and fruits grown by them directly to the consumers at reasonable rates without going through the commission agents and a chain of intermediaries, since large chunk of the price paid by the consumers is not reaching the vegetable growers. The main aim of the Government is that the growers and consumers get the real benefit out of the proposed Rythu Bazaars. These Rythu Bazaars are planned to be organised in all District headquarters and in major cities and towns.
2. District Collectors are chalking out plans to identify vegetable growing villages and routes to enable the farmers to transport the vegetables and fruits to Rythu Bazaars.
3. The Government desired to provide transport facilities from vegetables growing villages and Rythu Bazaars. These buses shall display a separate specific destination board with the location of the Rythu Bazar in the town. However, the main destination board will carry the details of starting and destination points as usual. The specific destination board indicating "RYTHU BAZAAR" point in the town shall be exhibited in the front cabin of the bus behind the wind shield glass on the left side with brackets fitted for the purpose. For example: SHANKARPALLI-MEHDIPATNAM RYTHU BAZAAR. This destination board can be displayed and removed after the specific trips to the Rythu Bazar point is completed.
4. The existing bus services such as Graamani, Ordinary/Mofussil services, as the case may be, shall be restructured to touch the Rythu Bazaar market centre to unload the vegetables and fruits. These services shall be rescheduled in such a way that there shall not be much deviation in the route course with minimum inconvenience to other travelling public.

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5. The Regional Managers shall coordinate with the respective District Collectors and organise transport facilities for the above purpose with the existing services.
6. Normal luggage charges shall be collected from the farmers for transporting their vegetables, fruits or pulses as per the circular instructions in vogue.
7. A report containing the details of type of bus, route, place of Rythu Bazaar (city/town name) may be sent to this office.
8. Please acknowledge.

VICE CHAIRMAN &
MANAGING DIRECTOR.

To

All Executive Directors of Zones.
All Regional Managers.

COPY TO:

- ED(A), ED(E), Director (V&S), ED & Secy. to Corporation, FA, CAO and all HODs for information.
- All Dy.CTMs in Regions/Zones for information & n/a.
- All Dy.C.M.Es in Regions for information & n/a.
- Dy.CTM(P), Dy.CTM(C), Dy.CTM(Mktg), HO, for info.
- Secretary to Chairman & Secretary to VC & MD for info.
- All Depot Managers for information and n/action.

FN: RYTHU.CIR