

**One Day State Level workshop on  
AN APPRAISAL OF NEW AGRICULTURAL MARKETING  
INITIATIVES IN TELANGANA STATE**

**On 18<sup>th</sup> April 2018**

**With the Co-operation of  
DIST. RESOURCE CENTRE, SANGAREDDY DISTRICT  
(TARA GDC-SRD)**

**Organized By**

**Dr. A. Venkatesham and T. Allam Reddy**  
Faculty, Department of Economics and Commerce  
N. M. Govt. Degree College, Jogipet.

**"Submitted Through Proper Channel"**

*etc*


**PRINCIPAL**  
*Principal*  
N.M. Govt. Degree College  
JOGIPET, Medak District

## REPORT

Departments of Economics and Commerce of NM GDC Jogipet have organized **One Day State Level Workshop** on "AN APPRAISAL OF ISSUES AND NEW AGRICULTURAL MARKETING INITIATIVES IN TELANGANA STATE" with the Financial co-operation (Rupees Twenty Thousand only {Rs.20000/-} ) of District Resource Centre (DRC), Sangareddy in collaboration with the departments of Economics and Commerce of CRNM GDC (W) Jogipet on 18<sup>th</sup> April 2018 at this College. The following resource persons attended the workshop and 160 students of both the colleges made it grand successful. Both the departments of two colleges, are grateful to the DRC (TARA GDC ) Sangareddy and the Resource persons, students and participants from various colleges.

### LIST OF RESOURCE PERSONS

S.No	Resource person	Specialization
1.	Sri. D.B. Nagabhusanam Chairman, Agri. Market Committee, Andole	Chief guest
2.	Smt, Srilatha Asst. Director, Agriculture Dept., Andole Constituency, Telangana State.	Agricultural Economics
3.	Sri. M.G. Srinivas Prasad Asst. Director, Agriculture Dept., Narayankhed Constituency, Telangana State.	Processes in Agriculture Marketing
4.	Sri. Ramesh Agri. Officer, Agriculture Dept., Andole Constituency, Telangana State.	Processes and new emerging initiatives in Agriculture Marketing
5.	Dr. K.V. Rao	Principal and Chairman of the workshop
5.	Sri. B. Rajendra Kumar	Principal ID College/ Convener, DRC Sangareddy
5.	Ms. V. Santhoshi	Asst. Prof. of Commerce & Co-Convener, CRNMGDC (W)Jogipet
5.	Smt. Kavitha	Lecturer in Economics & Co-Convener, CRNMGDC (W)Jogipet

  
T. Allam Reddy  
Convener

  
Dr. A. Venkatesham  
Co-convener

  
Dr. K. Venkateshwar Rao  
Principal  
N.M.Govt.Degree College  
JOGIPET, Medak District

## Keynote Points

# CONCEPT MANA KURAGAYALU

In order to promote the development of direct 'Agricultural Produce, Vegetables and fruit in particular' marketing in the country, 'the GOI enacted the Scheme for the Development of Agricultural Marketing Infrastructure, Grading and Standardization of each commodity/item, based on the likeliness and acceptance by the consumers', as per their requirement and satisfaction'.

In order to take this guidance forward, Government of Telangana through its Department of Agriculture Marketing has initiated alternate marketing systems.

### **RYTHU BAZAARS AND MANA KURAGAYALU – THE CONCEPT & INITIAIVE**

The first Rythu Bazaar was established in 1999 at Hyderabad where Rythus could bring their vegetables and sell them directly to the consumers. Adequate market space was arranged and provided; no market fee charged by the APMC. Considering the popularity and success, presently there are 27 Rythu Bazaars in Telangana State and of these 9 are in the twin cities of Hyderabad/ Secunderabad, alone.

In order to cater to the increasing demand for fresh fruit and vegetables due to continuous increase in population and spread of the twin cities, an alternate marketing system, Mana Kuragayalu, has been conceived, though nascent, however most accepted and by the consumers in the urban area. This alternate marketing system is an extension of Rythu Bazaar concept and the only difference is that **it attempts to link the distant farmers to market their fresh produce through shortening the supply chain** by establishing Farmer Interests Groups (FIGs)/Farmer Producer Organizations(FPOs) and Societies in the production clusters by Horticulture Department. The Vegetables supplied in this project are low residual.

For the purpose, a planned approach to organise farmers to collectively market their produce, Collection Centres (CCs) have been and are being organised. These CCs are equipped with necessary infrastructure and equipment to conduct preliminary sorting/grading, for which Tables, Plastic Crates, Electronic Weighing Scale with printer, full set of Computer with printer and Data Card along with necessary manual data record keeping etc. is arranged and provided free of cost. A person to manage the CC is trained in Quality, Weighing, Crate management and record keeping per farmer and per item and crop.

Payments to the farmers' would be made through Axis Bank on their individual contribution of quantity, per Grade of an item at CC. Individual member farmer of the Society shall be issued/provided an ATM Card and a farmer can access his Bank Account, withdraw the amount deposited by Mana Kuragayalu in his Bank Account. The details of the individual Bank

Account shall be provided to Mana Kuragayalu as well as the Axis Bank. This initiative has been taken to bring in financial transparency in transactions.

Presently, there are 21 CCs operating in Ranga Reddy and Medak Districts of the State.

A Distribution Centre (DC) to handle around 27,000 MTs of fresh fruit and vegetables being established at AMC Vegetable Market Yard, Bowenpally and the construction/erection with facilities like Cold Rooms, mechanical Sorting/Grading Lines, Dry Storage, Crate Store and a 'Cash & Carry Store' is constructed. Presently, the DC operations are being carried out Distribution center.

To carry out retail and bulk marketing in the twin cities, 20 such outlets are operational, including some institutions such as Police Line, Akshya Pathra, BHEL and Police Academy to name a few. To manage and operate the Retail Out-lets under Mana Kuragayalu, Ex-Service Men have been retained as Concessionaire and training programme for the personal is organised.

To manage the entire process, CCs, Farmer Payments and receipts from the Retail and Bulk Buyers, DC operations, Quality/MIS/IT, Administration, Security and helpers/assistants, it is planned to retain an Agency and 'outsource' the manpower required. The process of retaining such an Agency has been initiated.

It may be noted that the basic objective initiating this kind of project is to ensure remunerative prices the Rythus' for their produce and affordable price to the consumers by 'shortening the supply chain', retaining the 'commercial nature of the business, with no profit no loss', however.

Mana Kuragayalu shall be directly operating and reporting to the Department of Agriculture Marketing, Government of Telangana

**Mana Ooru Mana Kuragayalu** was launched as new initiative under **Rashtriya Krishi Vikas Yojana VIUC** by Hon'ble Chief Minister on 06.08.2014 to introduce Advance Technology in vegetable production around Hyderabad to produce vegetables in off-Season. This programme is joint venture of Horticulture Department, Marketing Department, Horticulture University and CRIDA. This programme is being implemented in three Districts with 10 Clusters i.e. Medak-5, Ranga Reddy-3, Mahaboobnagar-2. The production of the clusters already commenced and established collection centres to market the produce of the above Clusters through the Mana Kurayagalu Project.

In this regard, as a 'Pilot Project' Mana Kuragayalu has already taken following actions:

1. During the last one year, FPOs/Co-operatives of the Vegetable Growers in three Districts viz. RR, Medak and Mehboobnagar have been organised. Efforts are on to expand to other Districts, too.

2. There are around 7000 farmers who are members of these FPOs/Cooperatives.
3. For collective marketing, 21 Collection Centres with infrastructure and necessary equipment has already been established.
4. Equipment at each Collection Centre costs an investment of around Rs. 3.00 lakhs, and so far the Government of Telangana with its own and financial assistance from various Schemes of the Government of India has already developed infrastructure by financing over Rs. 60. Lakhs.
5. A Central Distribution Facility to aggregate the arrivals from the Collection Centres to handle around 30,000 MT per annum at the capital investment of around Rs. 2.00 crores is nearly ready for handling these vegetables, directly from the farmers.
6. On the Marketing front, Retail Points as well as Bulk sale institutions have been established. Efforts are on to have 50 static Retail Static and 50 Mobile units to cater to the requirements of the consumers in the twin cities of Hyderabad/Secunderabad.
7. The logistics costs, lifting vegetables from the Collection centres, their administrative and infrastructure management cost is borne by the Mana Kuragayalu Project, so far.
8. Aggregating vegetables received at the 'temporary' Distribution Centre, staff and other administrative and logistics to market costs' are being borne by the Mana Kuragayalu Project.

Considering that Mana Kuragayalu Project is a developmental initiative to arrange and provide 'remunerative prices for the growers of vegetables and also provide fresh vegetables to the urban consumers at affordable price' is determined to achieve its basic objective and all necessary efforts are being made efficiently and effectively.

The larger and paramount objective is also to contain prices and inflation to which, normally, vegetables contribute, throughout the nation.

**It is understood and believed that in the initial three/four years there could be deficits/losses while operating this Project commercially. In this regard, it is proposed and requested that the State Government, considering the nature and objective of the Project annuluses/ make good of the losses, if so occurred, for a period of around 3 years.**

**The Government of Telangana may like to accede to the proposal to support and encourage the most new initiative, though supported by various Schemes by the Government of India, too.**

**It is to put on record that within three years this nascent 'Mana Kuragayalu Project' would be self sufficient to support itself and continue to develop vegetable farming, supplies and contain prices and help the urban consumers.**

It is submitted that 'Mana Kuragayalu' be declared as a 'Pilot Project' as conceived and being implemented to support and enhance productivity, arrange post harvest infrastructure in the rural areas, develop and operate efficient logistics, provide fresh vegetables to the urban consumers in the twin cities of Hyderabad and Secanderabad in the State.

### RYTHU BAZARS

In this market small scale farmers can sell directly to the consumers, thereby eliminating middlemen, who were exploiting both farmers and consumers alike. The vegetables cultivated on the farmer's yard is reaching the consumer directly. This direct sale resulted in the farmer getting a better price. It has helped in reduction of prices in other vegetable markets and vendors. This system became economical for both the farmer and end consumer and ensured good quality by reducing transport.

The farmers are greatly benefited by this kind of business since they sell directly to the customers and do not pay any commission to the agents. The customers are also getting good quality produce. Thus they have become popular, creating a demand for the produce of small farmers.

There are many Bazars in Andhra Pradesh and Telangana State. In Hyderabad capital of Telangana and so called capital for Andhra pradesh as of now there are 8 rythu bazars developed by Telangana State government.

It caught on well and the demand for such markets in Hyderabad and other parts of the state has increased.

### PRADHAN MANTRI SURAKSHA BHIMA YOJANA (PMSBY) – Accidental Death Insurance.

This scheme is implemented by the Department of Agril. Marketing to the Market functionaries of Agril. Market Committees in the state.

#### Salient features of the Scheme are as under:-

Eligibility:- All savings bank account holders in the age group of 18 years (completed) to 70 years (age nearer birthday) with Aadhaar number linked to that account can give a simple consent form to the bank every year before 1<sup>st</sup> of June in order to join the scheme. In case of multiple saving bank accounts held by an individual in one or different banks, the persons would be eligible to join the scheme through any one savings bank account only. Name of the nominee to be given in the form.

Premium:- Rs. 12/- per annum (Plus service tax as applicable).

**Payment:-** The Premium will directly be auto-debited by the bank from the subscribers account. This is the only mode available.

**Risk Coverage:-** a) For accidental death and total disablement - Rs. 2.00 Lakhs : Total irrecoverable loss of both eyes or loss of use of both hands or feet or loss of sight of one eye and loss of use of hand or foot.

b) For partial disablement – Rs. 1.00 Lakhs : Total and irrecoverable loss of sight of one eye or loss of use of one hand or foot

**Term of Risk:-** A person has to opt for the scheme every year. He can also prefer to give a long term option of continuing in which case his account will be auto debited every year by the bank.

The Customers can link their existing Savings Bank Account with AADHAR before opting PMSBY scheme. New customers are also eligible to join the scheme by seeding their AADHAR number to Savings Bank account. However KYC/Due Diligence have to be followed.

### **National Agricultural Market(NAM):-**

- NAM is envisaged as pan-India electronic trading portal, which seeks to network the existing AMCs and other market yards as a part of unified national market for agricultural commodities. NAM is a “virtual” market, but it has a physical market (Market) at the back end.
- NAM is not a parallel marketing structure but rather a device to create an national network of physical mandis, which can be accessed online. It seeks to leverage the physical infrastructure of the mandis through an online trading portal, enabling buyers situated even outside the state to participate in trading at the local level.

### **II. Purpose of NAM**

- Current APMC regulated market yards limit the scope of trading in agricultural commodities at the first point of sale (i.e when farmers offer produce after the harvest) in the local mandi, typically at the level of taluka/tahsil or at best the district.
- Even one state is not a unified agricultural market and there are transaction costs on moving produce from one market area to another within the same state. Multiple licenses are necessary to trade in different market areas in the same state.
- All this has led to a highly fragmented and high cost agricultural economy, which prevents economics of scale and seamless movement of agri goods across district and state borders.

NAM seeks to address and reverse this process of fragmentation of markets, ultimately lowering intermediation costs, wastage and prices for the final consumer. It builds on the strength of the local mandis and allows it to offer the produce at the national level.

### III. Operation of NAM

The NAM electronic trading platform will be created with an investment by the Govt. of India (through the ministry of Agriculture). It will offer a "plug-in" to any market yard existing in a state (whether regulated or private). The special software to be developed for NAM will be offered to each mandis which agrees to join the national network free of cost and necessary customization will be undertaken to conform to the regulations of each state Mandis Act.

### IV. Pre-Requisites for NAM

There are three basic criteria for a state to propose mandis for "Plug-In" to NAM

- The state APMC Act must have a specific provision for electronic trading
- The state APMC act must provide for issue of licenses to any one in India to trade through the NAM in the local mandis.
- There must be one single license for each state to facilitate trading in all the mandis of that state and a single point levy of transaction fee.

The department of Agricultural Marketing has proposed for amendments to the Markets act in tune with NAM to avoid complications and problems in implementation. A bill was passed and publication of Gazette is under process.

### V. Benefits of NAM

- NAM is envisaged as a win-win solution for all stakeholders.
- For the farmers, NAM promises more options for sale at his nearest mandis.
- For the local trader in the mandis, NAM offers the opportunity to access a larger national market for secondary trading.
- Bulk buyers, processors, exporters etc. benefit from being able to participate directly in trading at the localmandis level through the NAM platform, thereby reducing their intermediation costs.

### VI. No. of Agril. Market Committees Selected -

Forty Four(44) Agril. Market Committees are selected for implementation of NAM in Telangana State (List Enclosed at Annexure - I).

### VII. Names of the Pilot Agril. Market Committees -

Five(5) Agril. Market Committees (AMCs) are selected for pilot launch on 14<sup>th</sup> April'16.

1. Agril. Market Committee, Nizamabad
2. Agril. Market Committee, Warangal



3. Agril. Market Committee, Badepally
4. Agril. Market Committee, Hyderabad(Malakpet Yard)
5. Agril. Market Committee, Thirmalgiri

#### VIII. Software :-

The Government of India has selected M/s Nagarjuna Fertilizers and Chemical Limited (NFCL) as Strategic partner to design, develop, test, Implement and maintain the Software for NAM.

#### IX. Steps taken so far:-

- The Government of India has approved the Proposals of NAM for 44 Market Yards in Telangana state as per the proposals submitted by the Department and Govt. of India has released Rs. 12.195 Cr. for Procurement of Hardware.
- Special Officers appointed for each Pilot AMC to monitor the arrangements required for launching of NAM.
- Necessary arrangements have been made in the AMCs by establishing Online tender halls with dedicated network(leased lines), Entry and Exist gates with installation of required number of Desktops/Hand Held machines to launch the NAM.
- Orientation is conducted to the staff on NAM
- Awareness camps of meetings have been conducted for commission agents/traders/purchasers.
- Arrangements were made for wide publicity on NAM through Press and Electronic media.

#### X. Process Involved for NAM:-

- Gate Entry
- LOT ID Generation
- Unloading of the lot
- Assaying (Lab)
- Display of the lot
- E-tendering
- Price discovery
- Acceptance by the farmer
- Post sale weighing
- Generation of Post sale documents
- Online Payment

Detailed Process is enclosed at Annexure III.

**ANNEXURE I****LIST OF AGRIL. MARKET COMMITTEES SELECTED FOR NAM IMPLEMENTATION**

S.No	Name of the District	Name of the Committee
1	Warangal	Warangal
2	Nizamabad	Nizamabad
3	Khammam	Khammam
4	Hyderabad	Hyderabad
5	Adilabad	Adilabad
6	Adilabad	Bhainsa
7	Karimnagar	Karimnagar
8	Karimnagar	Jammikunta
9	Medak	Sadashivpet
10	Nalgonda	Miryalaguda
11	Warangal	Narsampet
12	Mahabubnagar	Shadnagar
13	Medak	Siddipet
14	Nalgonda	Deverkonda
15	Nalgonda	Suryapet
16	Mahabubnagar	Badepally
17	Mahabubnagar	Gadwal
18	Karimnagar	Peddapally
19	Warangal	Jangaon
20	Warangal	Kesamudram
21	Mahabubnagar	Mahbubnagar
22	Mahabubnagar	Nagarkurnool

23	Medak	Gajwel
24	Nizamabad	Kamareddy
25	Nalgonda	Thirumalagiri
26	Medak	Zaheerabad
27	Ranga Reddy	TANDUR
28	Karimnagar	Choppadandi
29	Karimnagar	Jagtial
30	Mahabubnagar	Kalwakurthy
31	Mahabubnagar	W.P.Town
32	Mahabubnagar	Achampet
33	Karimnagar	Gangadhara
34	Nalgonda	Nakrekal
35	Mahabubnagar	Makthal
36	Ranga Reddy	Vikarabad
37	Medak	Jogipet
38	Mahabubnagar	Narayanpet
39	Karimnagar	Gollapally
40	Mahabubnagar	W.P.Road
41	Ranga Reddy	Shankerpally
42	Karimnagar	Metpally
43	Mahabubnagar	Athmakur
44	Mahabubnagar	Deverakadra

**Annexure III**  
**PROCESS FLOW**

- **Gate entry** – Entering all particulars of the commodity at the time of entry into the AMC and generation of a unique Lot ID number through the system.

- **Unloading of the lot** – Concerned commission agents unload the lot in their premises. This automatically updates the inventory position of the goods with the commission agent.
- **Assaying**:- Assaying the lots in labs provided in Market yards
- **Display of the lot** – The lot is displayed for inspection by buyers. Such display is a typical requirement when the lot is not sampled and tested. Testing of the lot would eliminate physical display; however, as testing is at the instance of the farmer, it may not be feasible to completely do away with display.
- **Price discovery** – Auctioning of the produce through the electronic platform. if necessary changes can also be made for more competition.
- **Acceptance by the farmer** – Details of the winning bid to be communicated to the farmer through SMS. He is given the opportunity to reject the bid. Once accepted, complete the sale process and winner details to be communicated to all the market participants by way of SMS, display mechanism, etc.
- **Post sale weighing** – Weighing of sold lots to determine the total sale consideration. Though weighing would continue as at present, the department should commence procurement of electronic weighing machines, with the capability of automatically transmitting weight details of the lot to the auction platform. Alternatively, other means of integrating weighing and the platform may be explored.
- **Generation of post-sale documents** – System Based Documents (Takpatti, invoice, etc.) to be given to the farmer, commission agents, traders, etc., evidencing trade details. The formats of these documents to be standardized across all markets.
- **Generation of monthly details** – The system to provide consolidate monthly details to commission agents, traders, etc., to assist them in arriving at the commission earned, cess payable, etc.
- **Filing of returns** – Electronic filing of returns, thereby eliminating the manual process. Ease of reconciliation of returns with market data.
- **Online payment of cess** – Doing away with manual collection of cess. Payment directly to the bank account of the AMC and automatic reconciliation of cess collection.
- **Issue of permits** – Reforming the process of issue of permits and introducing e permits. Permits to be generated by commission agents/traders for stock in their accounts after payment of market fee. Generation of permits to be through secured means (like use of pre-printed stationary, bar codes, etc.) and provide alerts to market authorities. Various aspects like full payment of market cess for generation of permits, enabling secretaries of AMCs to have overriding power to disallow specific commission agents from generating permits, permits to be generated not to exceed the available stock, measures to prevent reuse of permits, online verification of permits or through SMS etc., have to be reckoned.
- **Recording of exit of commodity** – Every exit of commodity to be recorded.
- **Reconciliation of quantities** – Reconciliation of quantity entering the AMC, the quantity sold, the quantity moving out of the AMC, the quantity with the commission agent and cross verification with the particulars submitted by the commission agent.

## COLD STORAGEES

The Agril. Marketing Department has proposed to construct (5) Cold storages at Bowenpally, Gudimalkapur and Vantimamidi, Warangal and Shadnagar DPRS have been prepared and submitted DPRs along with feasibility report to APEDA, vide Lr No. Project P15/2015, Dt : 23-12-2015 and also revised DPRs are submitted to APEDA on dt. 03-03-2016 through email.

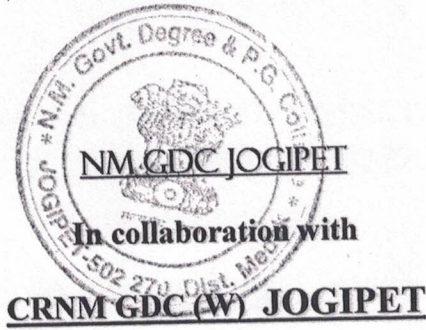
Project Cost for (5) locations is furnished below:-

Sl. No	Cold Storage Location & Description	Amount
	Gudimalkapur Market Yard Operations with Modernized Traffic, Product & Labour Flow and Cold Storages Facilities	16.50 Cr.
	Vantimammidi Market Yard Operations with Modernized Traffic, Product & Labour Flow and Cold Storages Facilities	15.00 Cr.
	Bowenpally Market Yard Operations with Modernized Traffic, Product & Labour Flow and Cold Storages Facilities	13.15 Cr.
	Warangal	4.30 Cr.
	Shadnagar	9.25 Cr.
	<b>Total</b>	<b>58.20 Cr.</b>

The State Government / Agril. Market Committees concerned will fund at least 10% of the project cost component.

The Agril. Marketing Department, Government of Telangana Hyderabad will support infrastructure like connecting roads, electricity, water supply etc would be arranged from the funds of the Agril. Market Committees concerned.

The Agricultural Marketing Dept., has submitted the revised DPRs to APEDA for sanction of 90% Financial Assistance to the Government Agencies as laid down in the guidelines of APEDA.



**One Day state Level Workshop on 18-04-2018**

ACQUITTANCE

Sl No	Voucher No.	Date	Item	Amount incurred (Rs)	
1	1	18-04-2018	Remuneration to Resource Person-I	2000/-	
2	2	18-04-2018	Remuneration to Resource Person-II	2000/-	
3	3	18-04-2018	Cloth material- Shawls	570/-	
4	4	18-04-2018	Digital Sound	4000/-	
5	5	18-04-2018	Tent house material	3400/-	
6	6	18-04-2018	Flexy printings	1100/-	
7	7	18-04-2018	Stationary items	800/-	
8	8	18-04-2018	Kirana Material	6130/-	
				20000/-	

**(In words: Rupees Twenty Thousand incurred towards workshop )**

  
 Principal  
 N.M. Govt. Degree College

NEHRU MEMORIAL GOVERNMENT DEGREE COLLEGE, JOGIPET  
DIST. SANGAREDDY - 502270

Date: 18/4/18

RECEIPT

Received an amount of Rs. 2000/- ( Two thousand Rupees

only. )

towards the payment of acting as Resource Person from

the Principal NM Government Degree College, Jogipet, dist. Sangareddy.

'and CRNM GDCCW) Jogipet



Name and Signature of the receiver

Ramesh

A.O. Agriculture Dept.

Andde



NEHRU MEMORIAL GOVERNMENT DEGREE COLLEGE, JOGIPET  
DIST. SANGAREDDY - 502270

Date: 18.04.2018

RECEIPT

Received an amount of Rs. 2000/- ( Two thousand

only. )

towards the payment of Resource Person from

the Principal NM Government Degree College, Jogipet, dist. Sangareddy.

'and CRNM GDCCW)



Name and Signature of the receiver

M.G. Srinivasa Prasad

A.O. Agri. Dept-

Andde Govt. College





**PRAKASH TEXTILES**  
CUTPIECE CLOTH MERCHANTS



(3)

B.S. Road, JOGIPET - 502270, Sangareddy Dist. Telangana.  
Bill No. **8904** GSTIN: 36AAZPR3961J1ZR Date: **18/4/18**

Name: .....

No.	Particulars	Qty	Rate	Rs. Amount	Ps.
1.	<i>En</i>	6	90	540	
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.	<i>En</i>				
Rupees in Words: .....					
Bank Details:					
Andhra Bank - Jogipet Branch					
Bank No: 150011100001981					
Bank IFSC: ANDB0001568					
Terms & Conditions: Jogipet Jurisdiction					
BTD / 08460 Ph: (3) 272710, (3) 272055					
* Good note will not be taken back <b>No Exchange No Gurantee</b>					
Signature					

(4)

Jagadish Cell: 9966772744, 9441491409

**SIRIDJ**

Dolby Digital sound - fighting - generator  
JOGIET, SRD Dist.

No. **18.4.18** Date: **18.4.18**

Sri: **Principed, NMAE - Jogipet**

S No	Particulars	Rate	Rs. Amount	Ps.
	<i>Dolby Digital Sound made by them</i>		4000	
Total			4000	
Add: Bal				
Signature				

*Ganguly*  
Principal College (SRI)  
JOGIET, SRD Dist.

Total 4000  
Add: Bal

Signature



5

ప్రో: యం. వెంకటేశం

సెల్: 9885804638, 7675003764



# శ్రీ బాలాజి టెంట్ హాజ్

మెయిన్ రోడ్, జోగిపేట, మం. అందోలు, జిల్లా సంగారెడ్డి

No.

Date 18.4.2018

Name

ప్రిన్సిపాల్, ప్రభుత్వ డిగ్రీ కాలేజి, జోగిపేట

శ్రీ బాలాజి టెంట్ హాజ్

శ్రీ బాలాజి టెంట్ హాజ్

శ్రీ బాలాజి టెంట్ హాజ్

శ్రీ బాలాజి టెంట్ హాజ్

Chair

శ్రీ బాలాజి టెంట్ హాజ్

శ్రీ బాలాజి టెంట్ హాజ్

శ్రీ బాలాజి టెంట్ హాజ్

శ్రీ బాలాజి టెంట్ హాజ్

3400

Principal  
M. M. Govt. Degree College (W)  
JOGIPET, Medak District

paid 3400

Signature

Cell : 7396757222

# SRINIVASA ARTS COMMERCIAL ARTIST

Name, Number Plates, Wall Painting, Flex, Vinyl, Sign Boards, Cinema Slides & Etc.  
Opp. New Collectorate, Sangareddy, T.S.

No. 874  
Date 17.4.2018

Name Principal, JCGPET

S. No.	Particulars	Size	Qty.	Rate	AMOUNT Rs.	Ps.
	Flexy banner		3	750	2250	
				150		
				200		
Total :					1150	

*Principal College (Co.)  
JCGPET, Madak District*

*[Signature]*

# SRI LAXMINARSIMA SWAMY

BOOK STALL, STATIONARY & XEROX  
Main Road, JOGIPET - 502270, Dist. Medak.

S.No. 83  
Date: 17.4.18

Sri Principal, M.M.C.S.T. College

PARTICULARS	ITEMS	RATE	AMOUNT
White Paper	2	360	720
Books		60	
Sleeve Papers		90	
Markers		250	
Radgan		40	
<del>.....</del>			
<del>.....</del>			
TOTAL			800

*Principal College (Co.)  
JOGIPET, Medak District*

*[Signature]*

M.M. GOVT. MEDICAL COLLEGE  
JOGIPET, T. Medak, Dist. Medak

TIN: 36508749368

Cell: 9490675076

9440032553

**INVOICE**

**K. VIJAYA KUMAR TRADERS**

JOGIPET-502270, MDL: ANDOLE DIST. MEDAK. (T.S)

No.

Date: 17/4/2018

Name: 607

PRINCIPAL, CRNM GOVT. DEGREE COLLEGE

S.No.	Particulars	Qty.	Rate	Value Rs
1.	Dry fruits	20kg	44/-	880/-
2.	Soy	20kg	72/-	1440/-
3.	...	20kg	-	240/-
4.	...	3kg	84/-	252/-
5.	...	1kg	80/-	80/-
6.	Eggs	100	4.80	480/-
7.	...	100	50/-	5000/-
8.	...	2kg	-	115/-
9.	...	2kg	-	120/-
10.	...	-	-	80/-
11.	...	10kg	110/-	1100/-
12.	...	10kg	43/-	430/-
13.	...	5kg	-	600/-
14.	...	5kg	-	80/-
15.	Plates	120	5.00	600/-
16.	Glass	200	3.50	700/-
17.	...	200	4.00	800/-
18.	...	200	4.50	900/-
19.	...	-	-	0.90/-
			<b>Total</b>	<b>6130/-</b>

Principal  
N.M.Govt.Degree College  
JOGIPET, Medak District

Signature

**పంట విక్రయంపై విద్యార్థులకు అవగాహన కల్పించాలి**

సమస్త తెలంగాణ 19.04.2018

- దళారులకు విక్రయస్త్రైతులకు నష్టమే..
- జోగిపేట మార్కెట్ కమిటీ చైర్మన్ డి.బి.నాగభూషణం
- ప్రభుత్వ డిగ్రీ కళాశాలలో ఒక్కరోజు వర్క్ షాప్

పడుపుకుంట్లను విద్యార్థులు గ్రామాల్లోని రైతులకు పంటల సాగులో అధునిక పద్ధతులు, పండించిన పంటను



సెమినార్లో మాట్లాడుతున్న డి.బి.నాగభూషణం

అందోల్, నమస్తే తెలంగాణ: రైతులు పండించిన పంటలకు సరైన గిట్టుబాటు ధరను కల్పించేందుకు ప్రభుత్వం చర్యలు తీసుకుంటుందని, పంటలను పండిస్తున్న రైతులు విక్రయించే సమయంలో దళారులను నమ్మి మోసకుండా గ్రామాల్లో రైతులకు విద్యార్థులు అవగాహనను కల్పించాలని జోగిపేట మార్కెట్ కమిటీ చైర్మన్ డి.బి.నాగభూషణం సూచించారు. బుధవారం జోగిపేట ప్రభుత్వ డిగ్రీ కళాశాలలో విద్యార్థులకు నిర్వహించిన వ్యవసాయ మార్కెటింగ్ విధానంపై ఒక్కరోజు వర్క్ షాప్ కు ఆయన ముఖ్య అతిథిగా హాజరై ప్రసంగించారు. రైతులు పండించిన పంటల ద్వారా వచ్చిన డబ్బుల్లో నుంచి కొంత నగదును చెల్లించడంతో కళాశాల ఏర్పాటు జరిగిందని ఆయన ఈ సందర్భంగా గుర్తు చేశారు. రైతులకు విద్యార్థులకు పురుగు పుసుకున్న కళాశాలను ద్వారా స్థాయిలో మంచి గుర్తింపును పొందడం గుర్తింపగా పేర్కొన్నారు. కళాశాలలో

దళారులకు విక్రయించడం వలన కలిగే నష్టాలను వివరించాలన్నారు. రైతుల ఆవసరాన్ని దళారులు ఆసరాగా తీసుకుని తక్కువ ధరలకే పంటలను కొనుగోలు చేస్తున్నారన్నారు. రైతులు పండించిన పంటలను విక్రయించే సమయంలో ఓపిక అవసరమన్నారు. జోగిపేట మార్కెట్ కమిటీ కోల్డ్ స్టోరేజీ ఏర్పాటు కోసం మంత్రి హరీశ్ రావును కలిసి విన్నవించగా, ఆయన సానుకూలంగా స్పందించారన్నారు. రైతులు పండించిన కూరగాయలను నేరుగా విక్రయించుకునేందుకు రూ.2 కోట్లతో రైతు బజార్ ను నిర్మించేందుకు చర్యలు తీసుకుంటున్నామని ఆయన స్పష్టంచేశారు. అనంతరం నారాయణఖేడ్ వ్యవసాయ శాఖ ఏడీఏ శ్రీనివాస ప్రసాద్ మాట్లాడుతూ సెంట్రీయల్ పద్ధతుల్లోనే పంటలను సాగు చేయాలని, తక్కువ పెట్టుబడితో ఎక్కువ లాభాలను పొందవచ్చు

న్నారు. సెంట్రీయల్ పద్ధతుల గురించి రైతులకు విద్యార్థులు అవగాహనను కల్పించాలన్నారు. అధునిక పద్ధతుల్లో వ్యవసాయం చేస్తే అధిక లాభాలను వస్తాయన్నారు. రైతులు తప్పనిసరిగా వారి వ్యవసాయ భూములకు భూసార పరీక్షలను చేయించుకోవాలన్నారు. పంటలకు సరైన గిట్టుబాటు ధరలను ప్రభుత్వం కల్పిస్తుందన్నారు. అనంతరం కళాశాల తరుపున ఘనంగా సన్మానించారు. కార్యక్రమంలో కళాశాల ప్రిన్సిపాల్ డాక్టర్ కేవీ రావు, వైస్ ప్రిన్సిపాల్ డి.ఎల్.ఎం.రెడ్డి, ఐక్య ఎన్ కోఆర్డినేటర్ డాక్టర్ ఎ.వెంకటేశం, అధ్యాపకులు సంతోష్, సదయ్ కుమార్, చంద్రకాంత్ పాల్గొన్నారు.



సవతెలంగాణ 19.04.2018 గురువారం

**దళారీ వ్యవస్థను రూపుమాపేందుకు చర్యలు**

● మార్కెట్ కమిటీ చైర్మన్ డి.బి.నాగభూషణం

సవతెలంగాణ-జోగిపేట దళారీ వ్యవస్థను రూపుమాపడానికి చర్యలు తీసుకుంటున్నామని జోగిపేట మార్కెట్ కమిటీ చైర్మన్ డి.బి.నాగభూషణం అన్నారు. బుధవారం ప్రభుత్వ డిగ్రీ కళాశాలలో వ్యవసాయ మార్కెటింగ్ పై నిర్వహించిన రాష్ట్ర స్థాయి వర్క్ షాప్ కు ఆయన ముఖ్య అతిథిగా హాజరై ప్రసంగించారు. టీఆర్ఎస్ ప్రభుత్వం రైతుల కోసం తీవ్ర సౌకర్యాలు కల్పిస్తుందన్నారు. పండించిన ధాన్యానికి మద్దతు ధరలు ఇస్తూ వారిని ఆర్థిక అభివృద్ధి సాధించేందుకు కృషి చేస్తున్నామన్నారు. మార్కెట్లో రైతులకు ఎలాంటి అసౌకర్యాలు కలుగకుండా అన్ని చర్యలు తీసుకుంటున్నామన్నారు. రైతుల పండించిన పంటలను కొనుగోలు కేంద్రాల ద్వారా కొనుగోలు చేపట్టామన్నారు. రైతులు బహిరంగ మార్కెట్లో దళారులను ఆశ్రయించి మోసపోవద్దని సూచించారు.



సమావేశంలో మాట్లాడుతున్న డి.బి.నాగభూషణం

కార్యక్రమంలో కళాశాల ప్రిన్సిపాల్ డా.కె.వెంటేశ్వర్ రావు, వైస్ ప్రిన్సిపాల్ అల్లంరెడ్డి, లెక్చరర్లు డా.ఎ.వెంకటేశం, సంకెష్, ఏడీ శ్రీనివాస ప్రసాద్, ఎవో రమేష్, ఏకాంశ్ శ్రీకర్ తదితరులు పాల్గొన్నారు.

జోగిపేట : జోగిపేట మార్కెట్ పరిధిలోని ఫుల్ కల్, బేకూల్ మండలాల్లో నాభార్లు ద్వారా నూతనంగా నిర్మించిన గోదాలలో వివిధ అభివృద్ధి పనులకు గాను రూ.44 లక్షలు కేటాయించేందుకు తీర్మానం చేసినట్లు తెలిపారు. జోగిపేట డి.బి.నాగభూషణం తెలిపారు.

బాడి సమావేశం నిర్వహించారు. ఈ సమావేశంలో మార్కెట్ పరిధిలోని గ్రామాల్లో అవసరమున్న చోట డ్రెయింగ్ ఫ్యాంట్ ఫారాలు నిర్మించాలని, ఖాళీగా ఉన్న అబెండర్ ఫ్యాంట్లను భర్తీ చేయాలని, మార్కెట్ కమిటీ ఖాళీ స్థలాల్లో దుకాణాలు నిర్మించాలని తీర్మానించినట్లు ఆయన తెలిపారు. తీర్మానాలను జిల్లా కేంద్రానికి పంపించి త్వరలోనే పనులు చేపట్టమన్నామని ఆయన తెలిపారు. ఈ కార్యక్రమంలో మార్కెట్ వైస్ చైర్మన్ రత్నము, డైరెక్టర్ మల్లికార్జున్, అశోక్, కార్యదర్శి