



From  
Dr. B. Janardhana Reddy, I.A.S.  
C & DMA, A.C. Guards,  
Hyderabad.

To  
All Municipal Commissioners in the State.  
All RDMAs in the State.  
All Project Directors of MEPMA in the State.

Rc. No. 941/SVP/2012/C Dated: 28.01.2014

Sub:- MEPMA – SVP – Mana kaya gooralu Program – Identification of vending zones in all ULBs for sale of vegetables of farmers by the street vendors— reg.  
Ref:- Letter from the Commissioner of Agrl Marketing, Hyderabad Dated:21.02.2014.

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The Commissioner & Director of Agricultural Marketing, A.P. has informed that a new initiative named “ Mana Kaya gooralu” had been launched by the department in GHMC on pilot basis, in which vegetables, procured from the farmers will be sold to the end consumers by minimizing the different levels thereby reducing the cost of the vegetables with providing livelihood to the street vendors.

Further the Chief Secretary of the State during the Price Monitoring Committee meeting directed to come up with a strategy for vending vegetables by the vendor associations by allocating vending zones in all Municipal bodies.

Therefore all Municipal Commissioners are directed to identify special vending zones in the central part of ULB for taking up of “Mana Kaya Gooralu” programme through vegetable street vendors. Further the RDMAs are requested to monitor this program personally by conducting frequent reviews for commencing the project in all ULBs immediately. The Project Directors, MEPMA are also requested to coordinate with Municipal Commissioners in order to link the street vegetable vendors in all ULBs.

Top priority is to be given to this program and send compliance at an early date.

  
Commissioner & Director,  
Municipal Administration.

Copy to all the Commissioners of Mission Cities for necessary action.  
Copy to District Collectors.