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DEPARTMENT OF AGRICULTURAL EXTENSION



Seminar Report

On

Rythu Bharosa Kendra's – A One Stop Shop for Farmer Needs

Submitted to

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INTRODUCTION

Agriculture plays an important role in Indian economy. Agriculture and allied sectors provide employment to around 58 per cent of the nation's population and contribute Rs.19.48 lakh crores to the country's Gross Value Added (GVA). Agriculture accounts for around 51 per cent of geographical land, demonstrating the importance of agriculture in the Indian economy, whereas cropping intensity has increased by 25 per cent after independence. It demonstrates that India has progressed from a food deficit to food secured.

Andhra Pradesh is India's rice bowl and one of the country's most important agricultural states. Andhra Pradesh rural population is around 63 percent. In 2021-22, the Gross Value Added (GVA) from agriculture to states income is 18.8 per cent. Agricultural and allied sectors reported a growth rate of 14.50 per cent, agriculture alone contributed to a growth rate of 6.30 per cent. The horticulture and livestock sector witnessed a growth rate of 13.24 per cent and 11.46 per cent respectively (Statista, 2021).

Andhra Pradesh being an Agrarian State, the Government primarily focuses on agriculture and allied sectors with emphasis on farmers welfare. Availability of quality farm inputs and right advisories are very critical in improving the crop productivity and in reducing the cost of cultivation. In October 2019, in Agri Mission meeting, it was discussed and suggested about establishing an Agri Input Shop and a Village Knowledge Center at village level near village Secretariats through which only pre-tested quality inputs of seeds, fertilizers & pesticides with a quality seal from the government shall be supplied at village level besides providing different government services, required trainings and capacity building of the farmers on latest agricultural technologies.

For better synergy and convergence Agri Input Shop & Knowledge Center integrated and named As part of Rythu Bharosa Scheme an outlay of Rs.200 crores in the budget was allocated for the setup of 10641 RBKs and established on 30.05.2020 in all village Secretariats having agriculture and allied activity with aim to act as ONE STOP SHOP for supply of pre-tested certified quality agri inputs (seeds, fertilizers and pesticides) and allied sectors inputs (fodder, feed etc) and dissemination of the latest technology to the farming community.

Rythu Bharosa Kendras launched by the State Government of Andhra Pradesh will play a major role in the life of the Andhra Pradesh state farmers'. Rythu Bharosa Kendra's (RBKs) are one of the initiatives of government of Andhra Pradesh aimed to increase the farmers' income.

Through the implementation of these Rythu Bharosa Kendras, the farmers' will be able to solve the problems in their farming activities with the assistance of Village Agricultural Assistants which will help to get better results in output and profit for the farmers'.

RBKs are operated by Village Agriculture Assistant(VAA)/ Horticulture Assistant(VHA) / Sericulture Assistant(VSA) attending to the duties pertaining to Agriculture, Horticulture and Sericulture and Village Animal Husbandry Assistant(VAHA) / Village Fisheries Assistant(VFA) attending to the duties pertaining to Animal Husbandry and Fisheries in their jurisdiction.

The government launched an ambitious project to sell agriculture inputs to farmers' using the Government operated and owned Model. A digitally connected Hub and Spoke model with village point delivery within 24-48 hours was proposed. Five input hubs (Godowns) were established in every district to supply ordered inputs to RBKs from where they could place an order for a product. The products offered at RBKs included good quality and certified inputs like seeds (OPV's), hybrid seeds, fertilizers, agrochemicals, micronutrients, bio-fertilizers, livestock feed and services like enrollment and processing of input subsidy, enrollment of crop insurance, E-Karshak (Digital Crop Records), Polambadi (Farm School), MSP procurement services, yield and damage assessment, farm advisory services, technology transfer (Agriculture Extension Service), market price information, weather forecasting information, soil and seed testing services, JLG(Joint Liability Groups) formation and credit linkage, custom hiring centers and veterinary services etc. Based on the crop area and allied sectors, Rythu Bharosa Kendras (RBKs) are led by a Village Agriculture Assistant/ Horticulture Assistant/ Veterinary Assistant.

Each RBK will function at a revenue village level, providing customized products and services based on local requirements. RBKs objective is to bring all agriculture stakeholders together on a single platform to provide farmers with all the resources they need to assure for agricultural productivity, profitability and sustainability. In this context, the present study is being conducted to analyze farmer's perception towards products and services offered by Rythu Bharosa Kendras (RBKs).

BACKGROUND

Andhra Pradesh is an agrarian state with 37.35% area under agriculture and 62.17% of the working population is still dependent on agriculture and allied activities. As Agriculture Offices are located at mandal level farmers are facing many problems in the process of production like procurement of inputs, getting farm machinery, produce selling and availing the government schemes due to lack of extension services at village level. It was very difficult to get suggestions as they were not available at field level all the times.

OBJECTIVES OF RBK:

1. To make available quality Agri-inputs, farm implements, fish feed, cattle feed, fodder seed etc. to farmers at right price, right time at their villages backed by integrated advisory through Farmer Knowledge Center.
2. To reduce duplicate and spurious products sale in market by allowing only sale of tested and certified products through Government Agri-input Shops.
3. To bring good practices in the sales of farm inputs and to act as a benchmark to the dealers in the market.
4. To channelize Government Schemes and create a reliable alternate channel for sale of quality farm inputs to the farmers.

DISTRICT WISE RBKS:

Sl. No	District	No.of Rural Mandals	No.of RBKs
1	Srikakulam	30	656
2	Vizianagaram	27	510
3	Visakhapatnam	6	57
4	East Godavari	18	367
5	West Godavari	19	389
6	Krishna	26	390
7	Guntur	18	249

8	Prakasam	38	616
9	Nellore	38	561
10	Chittoor	31	502
11	YSR Kadapa	36	432
12	Kurnool	26	466
13	Ananthapur	31	451
14	Parvathipuram manyam	15	306
15	Alluri sitarama Raju	22	197
16	Anakapalli	24	450
17	Kakinada	21	414
18	Dr.B.R. Ambedkar konasemma	22	455
19	Eluru	28	540
20	NTR	18	267
21	Bapatla	25	410
22	Palnadu	28	540
23	Tirupathi	34	445
24	Annamayya	30	400
25	Sri Satyasai	32	416
26	Nandyal	28	411
	Total	671	10778

DESIGNATION	SANCTIONED
Village Agriculture Assistant(VAA)	6758
Village Horticulture Assistant(VHA)	4000
Village Sericulture Assistant(VSA)	400
Village Animal Husbandry Assistant(VAHA)	9844
Village Fisheries Assistant (VFA)	794
TOTAL EXTENSION PERSONNEL	21796

RBKS: STAKEHOLDERS

Various Agri and Agri-related departments are collaborating together to bring services to the farmers door step through RBK's

Dept of Agriculture: Regulatory body to establish & administer and successful implementation RBKs

AP Agros : Nodal agency to carry out all operations at Hubs (Godown)

AP Markfed: Fertilizers, Micronutrients, Bulk Feed

AP Seeds Ltd: Seeds Distribution through RBKs

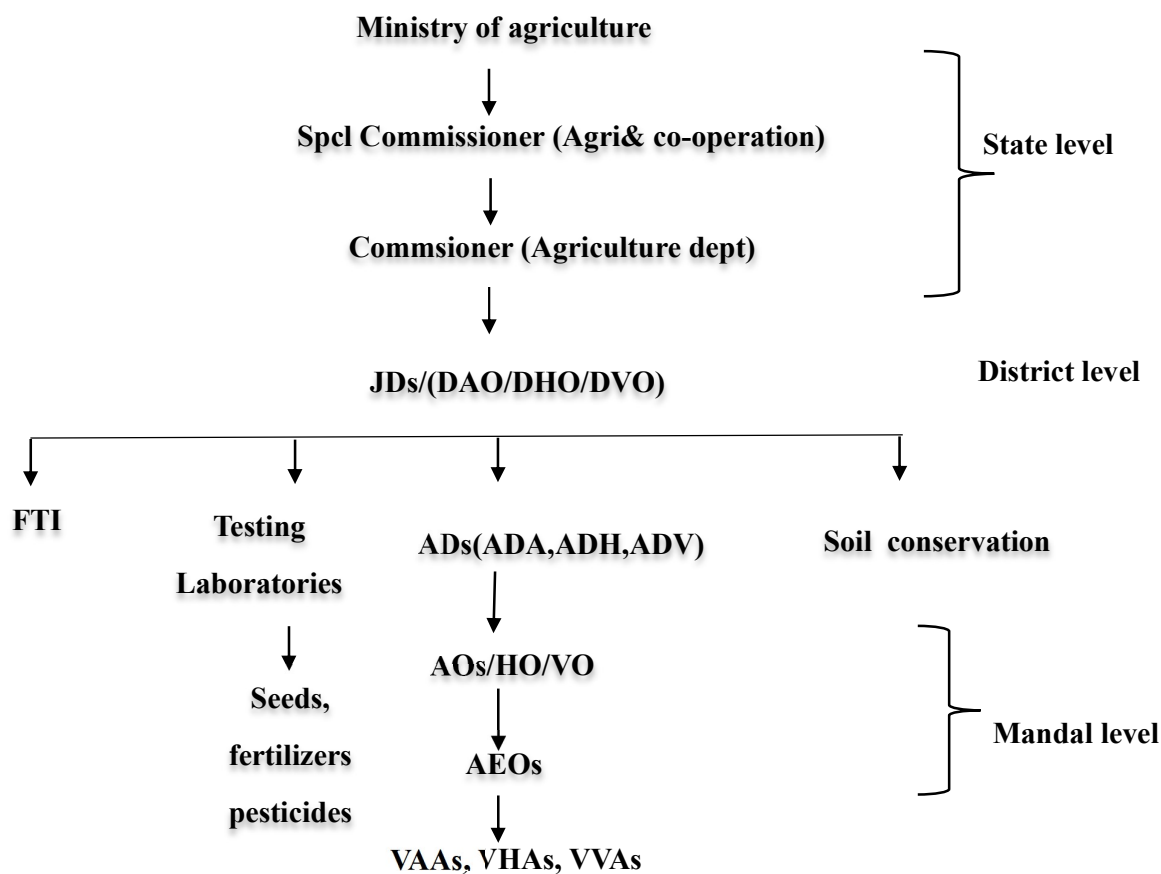
Software Firm: End to End digitization of Supply Chain & Inventory

Logistic partner: To deliver stocks to the farmers at Village Secretariat in 48- 72 hours of indent placing as per agreed terms

Knowledge Partners

MS Swaminathan Research Foundation, Chennai	
National Institute of Plant Health Management, Hyderabad	Soil Science Division, IARI, Pusa, New Delhi
Central Fertilizer Quality Control & Training Institute, Faridabad	Central Insecticide Lab, Plant Quarantine, Faridabad
National Seed Research & Training Center, Varanasi	National Dairy Research Institute, NDRI, Karnal, Haryana
State Management Institute of Livestock Enterprise (SMILE), Vizag	Indian Veterinary Research Institute (IVRI), Izatnagar, UP

ORGANISATIONAL STUCTURE



Infrastructure for RBKs

Agri Input Shop		
Sl.No	ITEM	NOs
1	Kiosk (Interactive Touch Screen)	1
2	Internet facility	1
3	Open Racks (for Model products Display)	4
Farmer Knowledge Center		
1	Office table	2
2	Fibre chairs	20
3	White board & stand	1
4	Racks (Library etc)	2
5	Gas Stove and Connection	1
6	Pressure Cooker (20 Lt)	1
7	Display Frames	8
8	Smart TV (Digital Signage)	1
9	Library & Digital Library	1
10	Soil Test Kit	1
11	Seed Test Kit	1

SERVICES OF RBK

(1) The Agri-input shop

It operates in a Hub and Spoke model where hub is the RBK godown and spokes are the RBKs. They supply quality inputs from multiple brands to farmers. It works as a virtual shop with one digital kiosk at every RBK to take orders from the customers. These kiosks display model products available at RBKs and they deliver them at a time if they are available in the godown. To make available quality Agri inputs, farm implements and fish feed etc to farmers at right price, right time at their Villages. To reduce duplicate products sale in market by only allowing sale of tested and certified products through Govt Agri Input Shops.

QUALITY ASSURANCE

Manufacturer supplies stocks to A P Agros Godowns, Stock dispatch details submitted.



Hub Manager confirms the Stock receipt, Quality Control Inspectors draw the samples and send them to Agri Labs for testing.



Agri labs tests the received samples on priority basis, Fertilizer & Pesticide samples analysis results will be given in 3 Days, Seed Samples analysis will take 6 Days.



The standard and certified products will be displayed in kiosks for placing order. In case of Sub-standard samples, manufacturer will be asked to withdraw stock from Godown.



2) Advisory Board and technical support

Advisory arm was established at state level, district level, mandal level and RBK level for better crop planning and Marketing of Agriculture Produce based on the Agro Climatic Situations at Village Level. They were technically supported by Technical support unit with subject matter experts from Agriculture and allied sectors (Horticulture, Sericulture, Fisheries, Animal Husbandry, ANGRAU etc.). RBKs were equipped with trained technical staff who provide timely advice on crops in production, protection, marketing and carry out crop cutting experiments, e-crop booking and others. They are

1. VAA-Village Agriculture Assistant- Graduate or above in B.Sc (Ag.) and graduates of diploma in agriculture,
2. VHA-Village Horticulture Assistant- Graduate or above in B.Sc (Hort.) and graduates of diploma in horticulture,
3. VSA- Village Sericulture Assistant- Sericulture or related courses graduates and
4. VFA- Village Fisheries Assistant- Graduates in fisheries course.

It is basically a training center, where Agriculture & Allied Sector Officials & Scientists will provide information on latest and low cost technologies to farmers.

Audio Visual Aids, Soil testing, Method demonstrations, Library etc will be part of Farmer Knowledge Center.

- ✓ Capacity building of the farmers through classroom and field trainings, Polambadi meetings.
- ✓ It acts as single point of contact for information about latest technologies, Govt. schemes etc.
- ✓ To maintain database of Farmers in a village with details of land extent, crops grown, livestock details etc.
- ✓ To organize Method Demonstrations on Seed treatment, Biopesticides preparation.
- ✓ Promote optimum utilization of farm input through management practices (INM, IPM)



3) RBK Milk collection centres

Government of Andhra Pradesh signed an MoU with Amul on 21.07.2020 to establish milk collection centres for the economic upliftment of milk producers in Andhra Pradesh with key objectives of (i) Socio-economic upliftment of milk producers in AP with special focus on empowerment of women, (ii) To offer the best possible milk price to the farmers and (iii) to offer quality milk and milk products to the consumers. The State Government has identified (9899) Milk Potential Villages which have significant milch animal population to promote Mahila Paala Uthpathidarula Sahakara Sanghalu (MPUSS) under AP Co-operative Societies Act 1964.

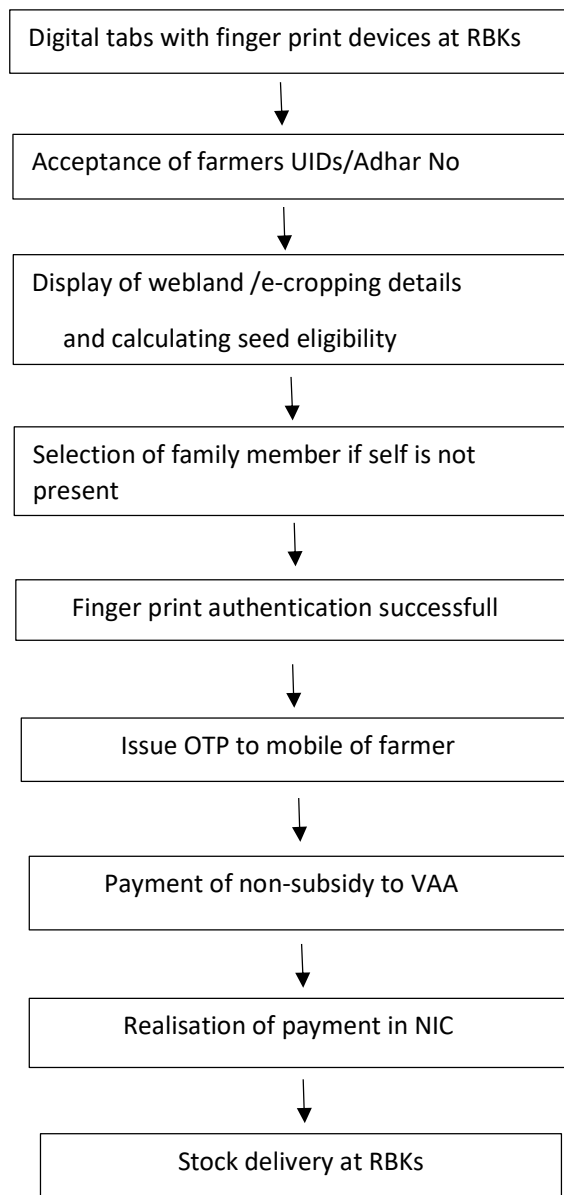
4) Custom Hiring Centres

It is one of the excellent services started in RBKs where a group of 15 farmers come forward and take a loan to establish CHCs. In this loan upto 12- 15 lakhs will be provided based on the size of the group in 50:10:40 ratio by loan, farmer and subsidy. One CHC is permitted for every panchayat. Farm mechanization is hiring through CHCs. This group should get registered with a name and opening bank account with that name. A total of 10,203 CHCs were established in the state. The Financial Pattern for grounding the CHCs and Hubs are out of the total unit cost 50% mandatory through bank loan and 40% financial assistance through Govt. subsidy (Department of Agriculture), 10% shall be borne by group contribution.

➤ Particulars	➤ CHC
➤ Total unit Cost	➤ 12 to 15
➤ Bank Loan (50%)	➤ 6.0 to 7.5
➤ Subsidy (40%)	➤ 4.8 to 6.0
➤ Farmers Group (10%)	➤ 5. to 1.5

5) Seed distribution

RBKs distribute seeds which are needed in the locality at low prices in needed amounts at right time i.e., every season through D-krishi App



6) Product Procurement

They procure various grains including rice, maize, jowar, bajra, etc at MSP from the farmers in its locality. In some RBKs they procure vegetables like tomato and supply them to processing firms. RBKs are declared as Procurement centers by Government RBKs are equipped with required infrastructure for carrying procurement operations like, Moisture meter, Sample Divider, Set of Sieves, Analysis kit, Sample Collection pan, Mini Grader. RBKs procure produce at MSP.

Year	Crops	No.of Beneficiaries	Qty Procured (In Lakh MT)	Value (Rs)
2020-21	Paddy, Cotton, Maize, Jowar, Bajra, Bengalgram, Groundnut, Redgram, Ragi, Korra	9.68 Lakhs	90.96	17,778 Cr
2021-22	Paddy, Maize, Jowar, Bajra, Bengalgram, Groundnut, Redgram, Ragi, Greengram, Blackgram, Turmeric finger, Turmeric Bulb	8.50 Lakhs	68.23	3,542 Cr

7) CMAPP (Comprehensive Monitoring of Agriculture Price and Procurement)

CMAPP is mobile application developed to monitor the agriculture needs of farmers and it displays data relating to cost, Procurement and marketing facilities of the farmers for their produce. It is the only app in the country which gathers daily price information at village (RBK) level for all crops. CMAPP is a unified procurement platform developed by AP MARKFED for the comprehensive monitoring of agricultural crop prices across all locations in the state of Andhra Pradesh. Daily RBK Staff update the local Market prices in CM APP, It helps authorities in effective decision making by providing analysis reports of daily price trends throughout the state. Whenever price of a produce is below MSP, an Alert is Triggered in CM APP and the Marketing Officials intervene to protect the interests of Farmers. Price stabilization fund with Rs 3,000 Crore was set up to check market price fluctuations and to ensure the farmers get a minimum support price.

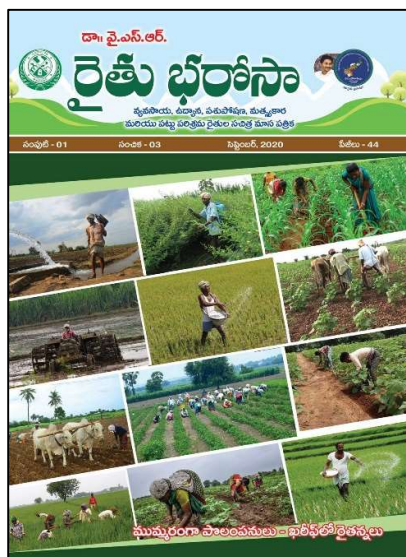
8) CCRC (Crop Cultivator Rights Cards):

These are the cards provided to the tenant farmers who are cultivating lands on lease. Through these cards tenant farmers will get input subsidies, crop insurance and rythu bharosa instead of land owner. These cards will be given only to the tenant farmer who is minority caste than the owner. If tenant farmer is having some land and he is taking some land on lease, he can't get YSR Rythu Bharosa but he will get crop insurance and input subsidies. Tenant farmers need to get owner's signature to get these cards. These cards are valid for 11 months and again they have to redo the process. Because of these difficulties of getting signature and redoing the whole process this excellent scheme is not so successful.



9) YSR Rythu Bharosa Magazines:

Dr.YSR Rythu bharosa monthly magazine was launched on the eve of Rythu Dinotsavam i.e July 8th, 2020. They will be distributed on pre subscription of Rs.600/- per year. They furnish information on latest technologies in agriculture and allied sectors and success stories, etc.



10) RBK You Tube Channel

RBK you tube channel provides videos of package of practices, pests and diseases, poultry and veterinary, new technologies in agri-allied sectors, schemes and its benefits and success stories of farmers. Knowledge is dispensed by scientists from various disciplines. At present RBK channel possess 2.16 lakhs subscribers.

Areas covered	
Crop protection	Soil health management
Organic Farming	Irrigation
Crop selection	Farm mechanization
Market information	Value addition
Agri-business	Dairy farming
Food processing industry	Horticulture
Fisheries	Animal husbandry etc



11) Dr.YSR Polambadi

The polambadi programme is conducted during all stages of crop from seed to seed i.e., from selection of seed to crop protection, harvesting and marketing opportunities. Along with this Dr.YSR thotabadi is also conducted for increasing awareness on horticultural crops. Polambadi will be conducted on a day between Tuesday-Friday Scheduled on Morning 8 Am to 12 noon, with 25-30 farmers.To empower the farmers on ICM techniques like- INM, IPM, IWM & Water Management & Agronomic practices. Educating about reduction in cost of cultivation, increasing of crop yields, Crops covered are Paddy, Cotton, Maize, Pulses, Groundnut, Sunflower, Sesamum & Millets.



12) Integrated Call Centre

A dedicated Call center for addressing the grievances and Suggestions from the farmers by use of ICT is provided at each RBK. Telephonic based advisory services establishment of ICC with toll free number 155251 during 2020 from 7:00AM to 7:00PM , 5 exclusive whats app numbers are in use for image based advisories/virtual diagnosis by scientists and recommendations will be sent to farmers within 24 hrs.

From 1/4/2022 to 30/11/2022

No.of calls attended :1,48,427

Average No.of calls per day : 795

Total whatsapp calls received : 1903



13) Rythu Bharosa Scheme

Rythu Bharosa launched by the Government of Andhra Pradesh in **2019** to financially assist farmers by depositing an amount of ₹13,500 per annum in three installments, in association with Pradhan Mantri Kisan Samman Nidhi .State government contributing ₹7500 and the center ₹6000.Tenant farmers were also considered eligible to the scheme.Mode of Payment – Direct Benefit Transfer (DBT)The benefit of Rs.13,500/- will be extended to the eligible land owner farmer in 3 installments as detailed :

- 1st instalment @ 7500/- during the month of May (including 2000/- from PM-KISAN)
- 2nd instalment @ 4000/- during the month of October (including 2000/- from PM-KISAN)
- 3rd instalment @ 2000/- during the month of January (Exclusively of PM-KISAN scheme).

14) Banking Services at RBKs - Banking Correspondents

9277 Banking correspondents (BCs)/Bank mitras are mapped with the 10,778 RBKs in the state to provide banking services to farmers. The Banks given a schedule of operations to the BCs at RBKs to enable the farmers to access banking services from RBKs.

- Processing and submission of applications to banks.
- Distribution of small value credit and collection of small value deposit as per bank limit and norms.
- Creating awareness among farmers on financial literacy.
- Educating on digital transactions like mobile banking, net banking and phone pay etc

15) VETERINARY SERVICES AT RBK

- ✓ Veterinary health care
- ✓ disease surveillance
- ✓ breeding & feeding management
- 141.19 lakhs First aid cases treated
- 12.95 lakhs Artificial inseminations conducted
- 32.30 lakhs Animal health cards issued
- 13.10 lakhs farmers trained under Pasu vignana badi
- Treves installed at all RBKs
- Fixed day visits of Veterinary Doctors
- Supply of Veterinary Drugs and medicines to all RBKs
- Supply of certified and quality Inputs

Pasu Vignana Badi (Livestock Knowledge School)

- Adoption of improved livestock management practices
- Clean milk production
- Nutritional and health care practices & Adoption of best practices
- Doctors fixed day visits to RBKs
- Standard Operating Procedure (SOP) has been operationalized for fixed day visits to RBKs to render Veterinary care services by Doctors.

16) FISHERIES SERVICES AT RBKS

Delivery of Certified Product to Aqua farmer, Right Advisory & Dr YSR MSB, Channelizing of Govt schemes.

- VFAs are provided with TABS and are entering data on e-fish & MSB
- 5525 MSB were Completed for 14,030 farmers
- 9174 Water quality analysis tests done at MSB.

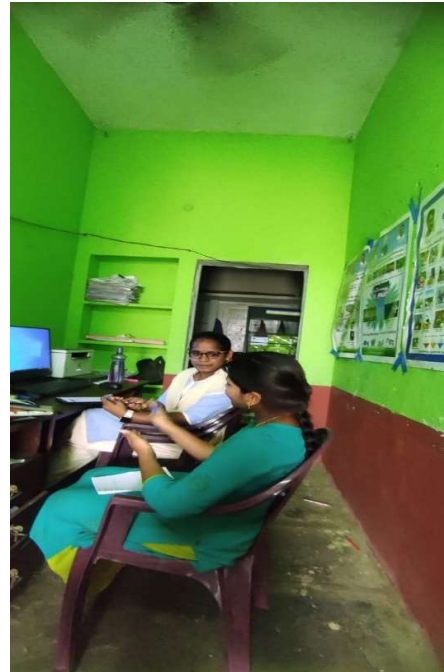
Matsya Sagu Badi (MSB)

- To identify the progressive farmers who adopt good/innovative aquaculture practices.
- To disseminate the techniques to farmers for diversification, enhancing production and productivity, finally to promote eco-friendly sustainable aquaculture production.
- Web application developed and given access to all field functionaries to upload the real time data through e-matsyakar (<https://ematsyakar.com/efisher/>)



SERVICES BEFORE & AFTER 'RBK'

Service	Before RBK	After RBK
Seed distribution	Seed distribution for every season used to take at mandal level in AO offices. Farmers had to wait in long queues	Happening at village panchayat level No more waitings in long queues Saves transportation cost.
Crop bookings & crop insurance	Mandal level head quarters	village panchayat level
Quality inputs	Farmers used to spend more money on unnecessary and low quality products advised by retailers in town.	Farmers can now order on kiosks and can collect assured quality products at RBKs in 48-72 hrs
Technical advisories	Extremely limited technical staff to get their queries cleared	Easy access at village panchayat level



Comparison between RSK & RBK

RSK	RBK
Working professionals / human resource working under RSK is more - 4 to 5	Working professionals /human resource working under RBK is low-2 to 3
RSKs operated at Hobli level and it provide services of agriculture dept in Karnataka	RBK is operated at village panchayat level and provides services of different departments.
Total number of RSKs in Karnataka –746	Total number of RBKs in Andhra Pradesh -10778
RSK Working completely under Karnataka state department of agriculture	RBKs (VAAs/VHAs/VVAs)are working under Agriculture, Horticulture, veterinary, fish & Sericulture departments in collaboration with panchayat raj system

REWARDS

RBK initiative was nominated for Centre for Champion Award, the highest recognition given by Food and Agriculture Organisation (FAO) of the UNO acknowledging the outstanding contribution by governments to increase food security.

<https://www.thehansindia.com/andhra-pradesh/rbks-nominated-for-un-award-kakani-govardhan-reddy-741130>

'చాంపియన్'.. ఆర్కీకే!

విద్యా విశిష్ట అంతర్జాతీయ పురస్కారానికి నామినేషన్

- మన దేశం తరఫున ప్రతిపాదించిన కేంద్ర ప్రభుత్వం
- అంతర్జాతీయ ఖ్యాతి దిశగా వైఎస్సార్ రైతు భరోసా కేంద్రాలు
- ఆర్కీకే వ్యవస్థకు యావకల్పన చేసిన సీఎం జగన్.. గ్రామగ్రామాన అన్నదాతకు సమస్త సేవలు
- రెండేళ్లలోనే గ్రామస్థాయి నుంచి ప్రపంచవ్యాప్తంగా మన్ననలు

సాక్షి, అమరావతి: విజ్ఞనం నుంచి విక్రయాలు దాకా రైతులకు చేదోడువాడోడుగా నిలిచి గ్రామాల్లోనే సేవలన్నీ అందిస్తూ ప్రళంసలు అందుకుంటున్న వైఎస్సార్ రైతు భరోసా కేంద్రాలు అంతర్జాతీయంగా అయ్యిన గుర్తింపు దిశగా సాగుతున్నాయి. బళ్లారాజ్య సమితి అనుబంధ సంస్థ షుక్ ఆండ్ అగ్రికల్చర్ అభివృద్ధి (ఎఫ్ఎచ్)...

జిలాంటి వ్యవస్థ ఇంకెక్కడా లేదు..

ఆర్కీకే లాంటి వ్యవస్థ ప్రపంచంలో ఏ దేశంలోనూ లేదు. ఇంటిగ్రేటెడ్ కాలేజీలు, ఆర్కీకే స్టూడియోలు ఓ విమాళ్ళు ఆలోచన. వీటి ద్వారా గ్రామస్థాయిలో రైతు ముంగిటకు నేరుగా నాణ్యమైన సేవలందించడం నిజంగా ప్రళంసనియం. ఆర్కీకేం బలోపేతానికి ఏదీ ప్రభుత్వంతో కలిసి వనివేసే అవకాశం రావడాన్ని గర్వకారణంగా భావిస్తున్నాం.

- ఆర్కీకేల సంవర్ధన సంవర్ధంగా డోమియా ఇంటి, ఎఫ్ఎచ్ కంట్రీ హెడ్

Research Studies

Research paper -1

“AWARENESS OF FARMERS TOWARDS RYTHU BHAROSA KENDRAS(RBKs) PRODUCTS AND SERVICES IN PRAKASAM DISTRICT OF ANDHRA PRADESH”

K. ANANTHA DAMODARA REDDY, *et al.* (2022)

The study was conducted in Prakasam district of Andhra Pradesh during the second quarter of 2022-23. Out of thirteen mandals in the Markapur revenue division of Prakasam district, two mandals were selected randomly namely Giddalur and Komarolu for the study. Three villages were selected purposively from each mandal that had highest number of farmers. The villages selected from the Giddalur Mandal were Munlapadu, Yellupalli and Ambavaram and from Komarolu Mandal were Balireddypalle, Pursohampalle and Thatireddypalle. A total of six villages having RBKs were purposively chosen for the study. Twenty beneficiary farmers were randomly selected from each of the RBKs of that particular village for the survey thus making the totalsamplesize120 farmers

Table 1. Farmer’s awareness of Rythu Bharosa Kendras products and services (n=120)

Sl. No	Awareness about RBK	Farmers		Total score	Mean score	Rank
		Unaware	Aware			
1	RBK is a one-stop solution for agriculture and allied activities	0	120	120	1	1
2	RBK also supplies Agri inputs to farmers	11	109	109	0.91	2
3	Digital kiosk is available at RBK for placing order on Agri inputs	13	107	107	0.89	3
4	RBK area of operations is confined to revenue as unit	15	105	105	0.88	4
5	RBK has all the information about agriculture& allied supporting schemes offered by state government	20	100	100	0.83	5
6	RBK supplies livestock feed to farmers	20	100	100	0.83	6

7	E-Karshak (Digital crop records) is maintained by RBK staff by capturing crop images and geo-tag the crop location	24	96	96	0.80	7
8	Enrollment and processing for input subsidy & crop insurance are done at RBK	25	95	95	0.79	8
9	There are agriculture & allied AV aids like charts, boards and books displayed at RBK to create awareness regarding current works and new technologies	28	92	92	0.77	9
10	Agriculture assistant and veterinary assistant are staff available at RBK	28	92	92	0.77	10
11	RBK assesses the yield and crop damage and those records are maintained	40	80	80	0.67	11
12	Veterinary services like guidance ,medication regarding maintenance and feed	46	74	74	0.62	12
13	RBK disseminate information related to Agri&allied firms via whatsapp groups	56	64	64	0.53	13
14	RBK provides extension services like farm school, weather forecasting ,soil, seed testing	60	60	60	0.50	14
15	RBK provides marketing services like market price information & MSP procurement services	68	52	52	0.43	15
16	Formation and credit linkage of farmers groups is done at RBK?	78	42	42	0.35	16

Table 2. Level of awareness of the RBKs products and services by the sample farmers (n=120)

Sl.No	Level of awareness	Frequency	Percentage (%)
1	Low awareness (<9.88)	10	8%
2	Medium awareness(9.88-13.23)	98	82%
3	High awareness(>13.23)	12	10%
	Total	120	100.00
		Mean=11.56	SD=1.679

Table-2 depicts that farmers are having medium level of awareness with 82% ,10 per cent of the respondents are having high level of awareness and 8% of farmers have low level of awareness.

Research paper-2

“EXTENT OF ADOPTION OF RYTHU BHAROSA KENDRA’S TECHNOLOGIES AND SERVICES IN ANANTHAPURAM DISTRICT OF ANDHRA PRADESH”

Anuhya.p *et.al* (2022)

The present descriptive study, Anantapur district of Andhra Pradesh was purposively selected based on highest geographical area in the state. Two blocks with highest number of RBKs were selected and from each block three RBKs were selected randomly. Similarly, three villages from each RBK and five respondents from each village were selected. Thus, the total sample contains 90 respondents from which the data was collected and interpreted,

Table 1. Distribution of respondents according to level of adoption of RBK technologies or services.

S.No	Service provided	Fully adopted	Partially adopted	Not adopted	Mean value	Rank
1	YSR Rythu Bharosa scheme	90 (100)	0	0	3.00	1
2	E-crop booking	90 (100)	0	0	3.00	2
3	Crop health monitoring	58 (64.4)	20 (22.22)	12 (13.33)	2.51	7
4	D-Krishi (seed distribution)	70 (77.78)	13 (14.44)	7 (7.78)	2.70	4
5	Commodity market price & product procurement (CMAPP)	30 (33.33)	20 (22.22)	40 (44.44)	1.89	14
6	Quality inputs distribution	50 (55.56)	25 (27.78)	15 (16.67)	2.39	9
7	CCRC (crop cultivator right card)	10 (11.11)	0	80 (88.89)	1.22	21
8	Polambadi (FFS)	50 (55.56)	13 (14.44)	27 (30.00)	2.26	11
9	Crop cutting experiments	29 (32.22)	0	59 (65.56)	1.62	17
10	RBKs magazines	41 (45.56)	20 (22.22)	29 (32.22)	2.13	12
11	Method demonstrations	24 (26.67)	39 (43.33)	27 (30.00)	1.97	13

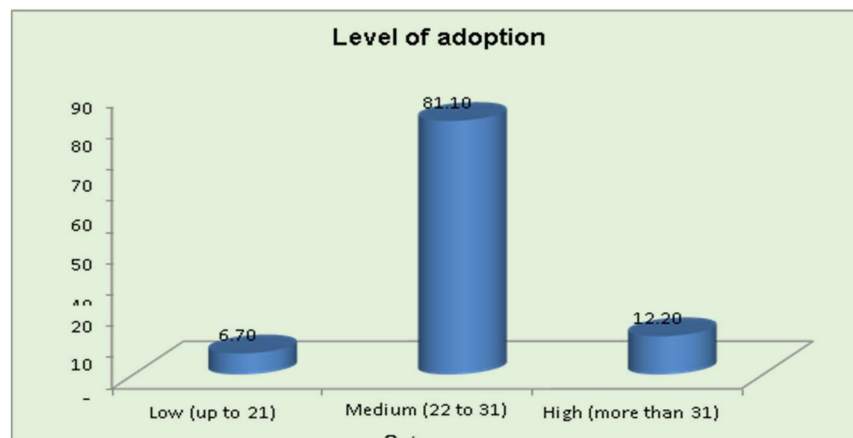
12	Natural farming	10 (11.11)	0	80 (88.89)	1.22	22
13	RBKs level advisory boards	58 (64.44)	15 (16.67)	17 (18.89)	2.45	8
14	RBKs channel subscription	17 (18.89)	0	63 (70.00)	1.26	20
15	RBK integrate call service-toll free	20 (22.22)	28 (31.11)	32 (35.56)	1.64	16
16	Soil testing facilities	62 (68.89)	14 (15.56)	14 (15.56)	2.53	6
17	Kiosks	25 (27.78)	10 (11.11)	55 (61.11)	1.67	15
18	Advisories services provided by VAA/VHA/VVA	45 (50.00)	25 (27.78)	20 (22.22)	2.27	10
19	Horticulture schemes	25 (27.78)	0	55 (61.11)	1.44	18
20	Subsidy on micro irrigation equipment (PMKSY)	80 (88.89)	0	10 (11.11)	2.78	3
21	Product procurement at MSP	70 (77.78)	0	20 (22.22)	2.56	5
22	Sericulture schemes (are you beneficiary)	15 (16.67)	0	75 (83.33)	1.33	19

Extent of adoption of RBK technologies or utilization of services of RBKs was assessed and the data (Table 1) revealed that, all the respondents adopted YSR Rythu Bharosa and ranked first with mean scale value 3.0 followed by E-crop booking ranked second with mean scale value of 3.0. Subsidy on micro irrigation equipment (PMKSY) ranked third with mean scale value 2.78 followed by D-Krishi (seed distribution) ranked fourth with mean scale value 2.70 after this comes product procurement at MSP with mean scale value 2.56 ranking fifth.

Table 2. Distribution of respondents according to level of adoption or utilization of services of RBK's

Sl.No	Level of adoption	Frequency	Percentage (%)
1	Low	06	6.70
2	Medium	73	81.10
3	High	11	12.20
	Total	90	100.00

Results from Table 2 indicates that, 81.10 per cent of the respondents had medium level of adoption followed by 6.70 per cent with low adoption and 12.20 per cent high adoption levels



CONCLUSION

From the study on RBKs we can conclude that RBKs work as one stop shops for all the farmers needs at panchayat level by providing many services. Study stipulate that all of the respondents were benefitted from YSR Rythu Bharosa and e-Crop booking. 77.78% of the beneficiaries benefitted from D-krishi, 33.33% of the respondents were benefitted from Commodity Market Price and Product Procurement. Very less respondents participated in natural farming trainings, method demonstrations and RBK channel subscription. CCRC cards which is a boon to the tenant, Low (up to 21) Medium (22 to 31) High (more than 31) 6.70 81.10 12.20 Percentage Category Level of adoption 55 farmers was very less popular among the farmers because land owners had to give up their crop insurance and input subsidy. The overall picture of adoption pattern of RBKs shows that bulk of the respondents had medium level of adoption followed by high level of adoption and least proportion of the respondents were having low level of adoption. This was due to the reason that most of them were middle aged with secondary education and low medium of level of awareness of RBK services.

CONCLUSION

The government has developed a novel approach called Rythu Bharosa Kendram (RBK) that focuses more on the welfare of the farming community by offering hassle-free services at the village level and an integrated platform to meet the demands of the farmers. The RBK system strengthened farmers economically and technologically by bringing the extension system closer to the farming community.

Rythu Bharosa Kendra's apart from providing these services to the farmers, there are some drawbacks like no proper infra structure facilities like no Government building for RBKs along with some infrastructure apart from services government has to focus on these things. Not every farmers are aware about all the services provided by the RBK like availing some schemes and being beneficiaries of those schemes, utilising farm implements and machinery from custom hiring centres of that panchayat level.

So it is the prime responsibility of extension personnel to educate, make them aware by giving trainings and by conducting group discussions about the various services and get benefitted by RBK.

DISCUSSION

1. Why do you think government is thinking to link FPOs with RBKs?

Ans: As Andhra Pradesh FPOs are not active in their performances it will help the FPOs to perform

well if they linked with RBKs.

2. As RBKs are one stop shop for supply of inputs, are they giving freely ?

Ans: They will provide inputs based on subsidy

3. Are RBKs opening every day?

Ans: Yes, on all working days

4. Who heads RBKs and how it is different from RSKs in Karnataka?

Ans: Agriculture officer at mandal level will head the RBKs, RBKs are functioning at panchayat level where as RSKs will function at hobli level.

RSK will provide only Agriculture related information, where as RBKs will provide information on Agriculture, Horticulture, Veterinary, Sericulture and fisheries information also.

5. Are they providing groundnut seeds at subsidy rates?

Ans: Yes, they will provide groundnut seeds with 40% subsidy.

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