

Rythu Bharosa Kendras (Rbks) – One Stop Solution For Rural People

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Manuscript No: KN-V1-01/028

Abstract

Government of Andhra Pradesh has launched Rythu Bharosa Kendra (Farmer Assurance centres) on 15th October 2019. Government has launched this scheme to bring more transparency and ensure quality of services to the farming community. The centres will offer services like delivery of inputs to farmers within 24-48 hours of ordering through kiosks, custom hiring of machinery, technical advisories and it is an attempt to bring the agriculture extension system more closely to the farmers.

Key words : agriculture , inputs, welfare

INTRODUCTION

Andhra Pradesh is predominantly an agrarian state. The new government in Andhra Pradesh has promised to go to any extent for the welfare of farmers . It is especially important to have a platform at the village level to improve the services of government in qualitative and quantitative terms. To deliver the advisory services and address the needs of every farmer effectively a strong integrated platform is necessary. Earlier farmers had to go around offices of Agriculture officer, Horticulture officer, Veterinary officer, and Fisheries officer at mandal level to get their works done. To avoid these burdens to the farmers, the new government has come up with a new concept of Rythu Bharosa Kendras (Farmer Assurance Centres) at village level to make the services more accessible and to provide hassle free experience to the farmers.

The following services are offered at RBKs

1. Agri input shop

This component under RBK was intended to supply good quality and certified inputs like seeds, fertilizers, pesticides, implements, feed, and feed additives for livestock etc., at right time and right price. Farmer can order the inputs through a kiosks made available at RBKs. The inputs are delivered 24-48 hours after ordering them on the kiosk. This facility in RBKs works on a hub and spoke model. Five input hubs (Godowns) are established in every district to supply ordered inputs to RBKs from where they can get their ordered products. The facility cuts down the time and money they spend on travelling farther distances to get inputs like fertilizers and pesticides.

2. Farmer Knowledge Centres

This section of RBK primarily acts as a training centre where experts from agriculture and allied sectors can train farmers, demonstrate new technologies and solve their queries. The centre also has a small library and audio-visual aids for the benefit of farmers. Field school conducted by the Department of Agriculture is coordinated with each RBK.

3. Custom hiring centres

Government is making plans to partner with companies like Mahindra Tractors and other machinery input companies to buy from them and to make them available to farmers on hire basis. According to the sources, machinery is expected to reach RBKs in three months .

4. Other important services

Following major services offered at RBKs –

A. Input delivery B. Soil testing C. Training farmers D. Crop insurance E. Crop booking F. Demonstrations G. Identifying the beneficiaries H. Providing market intelligence I. Issuing health and insurance cards for livestock J. Vaccination for animals K. Guidance on extent of loan eligibility through Bank Mitra and information on government schemes L. Plant health clinics M. Interaction with scientists and other experts

Rbks stake holders and knowledge partners

Management of RBKs

RBKs are headed by Village Agriculture Assistant/ Horticulture Assistant/ Veterinary Assistant/ Sericulture Assistant depending up on the acreage of crops and important allied sectors of that area. All the assistants working under RBKs must report to Agriculture Officer at mMandal level and Panchayat sSecretary at village level.



RBKs have partnered with Andhra Pradesh State Agro Industries Development Corporation Limited for supply and management of inputs and farm machinery to RBKs. Acharya N.G Ranga Agriculture University (ANGRAU), Dr. YSR Horticultural University and Sri Venkateswara Veterinary University in the state act as technical partners.

CONCLUSION

The viability of the programme depends on many factors like commitment and seriousness of the governments in offering services without compromising on the quality. However, one has to admit the fact that the RBK system is a giant step in bringing the system closer to the farmers and making it more transparent.

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