

SHORT DISCUSSION ON "RYTHU BHAROSA KENDRALU"
ON 21.01.2020 IN A.P. LEGISLATIVE ASSEMBLY

Andhra Pradesh being an agrarian state, Government primarily focuses on agriculture and farmers welfare. Availability of quality inputs viz., Seeds, Fertilizers & Pesticides are very critical in improving the crop productivity and in reducing the cost of cultivation besides providing quality extension advisories at village level.

At present the Farmers mostly depend on Private dealers for the purchase of Agricultural Inputs like Seeds, Fertilizers and Pesticides. The dealer shops have become a sort of farm advisory centers and the farmers are being misled by them. Few dealers are pushing spurious and unapproved products in market for financial gains. The substandard/spurious Agri. inputs leads to the Crop failure and financially burden the farmers. They are not being properly compensated by dealers and companies are taking them for a ride.

Establishment of Rythu Bharosa Kendralu

- Government has decided to establish Rythu Bharosa Kendralu (RBKs) in all Gram Panchayath Secretariats by integrating Agri Input shops and Farmer Knowledge Centers with an aim to supply quality inputs in the village and to disseminate the knowledge pertaining to Agriculture and Allied departments to the farmers through these centers with an aim to give "**Bharosa**" to farmers.
- **Agri Input Shop:** They are Government owned and Government operated Input Shops in Hub and Spoke model. The goal of Agri Input shop is to make available multi-brand Quality assured Agricultural inputs like Seeds, Fertilizer, Pesticides & Animal Feed, Fish Feed, Animal medicines to farmers at right price, right time at their village secretariats. It is a Virtual Shop with a Digital Kiosk for taking orders from interested farmers. Model products will be on display in these shops.

- **Farmer Knowledge Center:** It is a training center, where Agriculture and Allied Sector Officials & Scientists will provide latest and low cost technologies to farmers. Audio Visual Aids, Mini Soil testing Lab, Method demonstrations, Library etc will be part of Farmer Knowledge Center. Major emphasis of this facility is to demonstrate the preparation of natural Bio-inputs and to make available these inputs to needy farmers. The Government is conducting Dr YSR Polambadi in every village to reduce the cost of cultivation and increase the productivity duly empowering the farmers to take economical decisions by adopting practices of Integrated Crop Management. The Farmers knowledge center in RBK will act as an extension of Dr. YSR Polambadi.

RBKs Rollout Plan

- The total rural mandals in the State are 660. It is proposed to establish Rythu Bharosa Kendram at every Gram Panchayat village secretariat with a rollout plan by establishing 3300 Rythu Bharosa Kendralu @ 5 per Mandal by 20th February 2020 and in remaining villages before onset of Kharif. In addition to RBKs it is proposed to establish 5 Hubs (Godowns) per district for stocking the Agri Inputs. All RBKs will be functional by April 2020.

RBKs Stakeholders

- This centre will be operated by well qualified Village Agriculture Assistant/ Horticulture Assistant / Sericulture Assistant & Animal Husbandry Assistant/ Fisheries Assistant.
- The RBK is One Stop shop for Agriculture & Allied Departments activities at Village level. A Technical Support Unit is proposed with Officials/Subject Experts of Agriculture, Horticulture, Agricultural Marketing, Sericulture, Animal Husbandry, Fisheries Department, AP Dairy Development Co-Operation Federation ltd, AP Seeds (APSSDC), AP Agros (APSAIDC), AP Markfed, Acharya NG Ranga Agricultural University, Dr.YSR Horticultural University, Sri Venkateswara Veterinary University to channelizing their extension activities/training programmes through Rythu Bharosa Kendralu and to guide the

extension activities in the State and to provide end to end solutions to the farmers. The RBKs will have throughout year activities and farmers will be provided with latest and low cost technologies.

Services at Rythu Bharosa Kendralu

- Supply of Certified-Guaranteed Multibrand Agri & Allied Inputs as per Farmers Choice at Village level on market operating price.
- Soil testing and analysis.
- Seed testing (physical purity and germination test).
- Capacity building of the farmers will be taken up in RBKs through classroom and field trainings, Polambadi meetings and demonstrations on best practices & new technologies for adoption.
- Smart TV with Digital Signage : Live streaming of address by crop scientists/experts and arrange interactions with farmers on pest management and other issues pertaining to specific crops.
- Library with Crop wise modules.
- Renting small farm equipment like sprayers (mini CHC).
- Conducting demonstrations on Natural products like Beejamrutham, Jeevamrutham, Panchagavya etc.,
- Conducting Plant Health Clinics.
- Service center for all Government Schemes.
- Database of Farmers and soil profile.
- Identification and social audit of Beneficiaries.
- Providing information on MSP, Market intelligence , FAQ norms and details of permanent procurement centers set up by Govt for Agricultural Produce.
- Advisories and inputs required for Horticulture & Sericulture Crops and their Value Addition.
- Issue of Animal Health Cards.

- Primary Health Care: Medicines will be made available at RBKs for First Aid of Animals.
- “Trevis” will be available at RBK and Deworming /Vaccination/Tagging of Animal will done.
- Calculation of fodder requirement through e-crop booking
- Training on Quality aspects for export of Fish/ Prawn/Shrimp.

Knowledge Partners

- The Government identified the following reputed Institutes as Knowledge Partners for capacity building and to effectively manage Rythu Bharosa Kendralu.
 - Dr M.S. Swaminathan Research Foundation
 - Soil Science Division, IARI, New Delhi
 - National Seed Research & Training Center, Varanasi
 - Institute Of Pesticides Formulation Technology, Gurgaon, Haryana
 - National Institute of Plant Health Management, Hyderabad

The Agriculture Department initiated the process of entering in to MoUs with these premier Institutes.

Our Government is fully committed for the welfare and development of farming community and giving **Bharosa** to farmers by providing all services at one place at Village level.

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