

## **Perception and Utilization of Rythu Bharosa Kendras(RBKs) services by the farmers in Srikakulam district in Andhra Pradesh, India**

### **ABSTRACT**

Government of Andhra Pradesh has established 10641 RBKs in the state including 836 RBKs in Srikakulam district during 2019 to fasten the dissemination of technologies and timely distribution of inputs and appropriate services to the farming community. To know the status of the meant purpose, an Extension study has been taken up by DAATT Centre, Srikakulam during 2022, with an objective to study the perception and utilization of services of Rythu Bharosa Kendras (RBKs) by the farmers in the Srikakulam district. An Ex-post facto research design was adopted for the study. Five farmers were selected for the study from each village and four villages from each mandal and six mandals in the district were selected randomly with a representation of threemandals from each revenue division. Total sample size was 120. Frequency, percentages and other appropriate statistical tools used for analysis.

Results of the study revealed that, nearly 65 per cent of respondent farmers had positive and good opinion on the services rendered by the YSR Rythu Bharosa Kendras and 21 % farmers have negative opinion and undecided 14% (neutral opinion). Approximately 60 % of respondent farmers had utilized the services rendered by the YSR RBK, 40 per cent did not utilize the services provided by the YSR RBKs. In the services offered by YSR RBKs, 93.33 % farmers utilised Rythu Bharosa Scheme, 91.67% farmers utilised the e crop booking, 83.33 % farmers utilized the crop insurance scheme followed by 81.67% farmers utilised the polambadi and Agro Advisory meeting services. Up to 80 % farmers utilised the services pertaining to identifying beneficiaries for various government schemes. Cent per cent farmers not utilised the services pertaining to soil and water testing facilities and 65 % farmers not utilised the services particularly Smart TV for interaction with scientists and other experts through audio and video conferences and for dissemination of technology and 50% farmers not utilised the services of animal health cards.

This study concludes that there is need to create awareness among the farmers about the services of YSR-Rythu Bharosa Kendras and include the services related to soil testing and more efforts are required to convert the unfelt needs into felt needs of the farmers related to new technologies in primary as well as secondary agriculture.

**Key words:** Rythu Bharosa Kendras, Revenue division, Awareness, Government, Farmers

## INTRODUCTION:

Agriculture comprises Research, Education, Extension and Cultivation. To reach the farming community with suitable and location specific technologies a good extension system is required. To render the good and timely services a qualified and more no of extension personnel is required. To fulfil this objective Government of Andhra Pradesh has established 10641 RBKs during 2019 to fasten the dissemination of technologies and timely distribution of inputs and services to the farming community and in Srikakulam district 836 RBKs were established .To know the meant purpose is accomplished or not, there is a need of feedback study. To keep this in view, an extension study has been conducted on Farmers perception and utilisation of RBK services in the Srikakulam district.

## MATERIALS &METHODS:

Ex-post facto research design was adopted for the study. Five farmers were selected for the study from each village and four villages from each mandal and six mandals in the district were selected randomly with a representation of three mandals from each revenue division. Total sample size was 120. Frequency, percentages and other appropriate statistical tools used for analysis.

## RESULTS AND DISCUSSION:

TABLE 1.Perception on servicesof RBKs

S.No	Particulars of services	Good opinion (Agree)	Un decided	Bad opinion (Disagree)
1	RBKisprovidingsoil&watertestingfacility	0.00(0)	8.33(10)	91.67(110)
2	RBKisprovidingseedgerminationtestfacility	54.17(65)	12.50 (15)	33.33(40)
3	RBKisdoinge-cropbooking	87.50(105)	8.33(10)	4.17(5)
4	RBKisprovidingfreecropinsurance/animal insurance	90.00(108)	8.33(10)	1.67(2)
5	RBKisdistributingqualityseed(greenmanure/fodder crop	70.83(85)	11.67 (14)	17.5(21)
6	RBKisdistributingqualityfertilizers	65.00 (78)	16.67 (20)	18.33(22)
7	RBKisdistributingqualitypesticides	51.17(62)	33.33(40)	15.00 (18)
8	RBKisprovidingloan,weatherandmarketprices informationthroughCMAPP	76.67(92)	15.00 (18)	8.33(10)
9	RBKismaintainingcustomhiringcentres	29.17(35)	8.33(10)	62.5 (75)
10	RBKisprovidingneedbasedinformationto farmersoncrophhealthmanagement	68.34( 82)	23.33(28)	8.33 (10)
11	RBKismaintainingdigitallibraryandinformation materialforenhancementoffarmersknowledge	66.67(80)	8.33 (10)	25 (30 )
12	RBKisorganizingcapacitybuildingprogrammes tofarmersinrecentadvancesinagricultureby scientists	51.67(62)	10.83 (13)	37.5(45)

13	RBK is organizing polambadi/thotabadi/pasuvigyan badi	78.33(94)	11.67 (14)	10.00(12)
14	RBK is maintaining digital kiosk for booking inputs	100.00 (120)	(0)	(0)
15	RBK is maintaining smart TV for interaction with scientists and other experts through audio and video conferences and dissemination of technology	91.66 (110)	4.17 (5)	4.17(5)
16	RBK is integrating with ICC, RBK channel for farmers queries and farmers-scientists interaction	77.50(93)	13.33 (16)	9.17(11)
17	RBK is providing free vaccination to animals, first aid for animals and treatment after consulting VAS, deworming and semen collection	35.00(42)	43.33 (52)	21.67(26)
18	RBK is providing animal health cards	25.00(30)	41.67 (50)	33.33(40)
19	RBK is giving guidance on extent of loan eligibility through bank mitra and information on government schemes	83.34 (100)	8.33 (10)	8.33 (10)
20	RBK is identifying beneficiaries for various government schemes	87.50 (105)	4.17 (5)	8.33 (10)
21	RBK is providing services/facilities for Paddy procurement	66.67 (80)	15.00 (18)	18.33 (22)
	<b>Total</b>	<b>64.60 (1628)</b>	<b>14.60 (368)</b>	<b>20.80 (524)</b>
	<b>Total cumulative no. of responses</b>	<b>2520</b>		

Results from the table revealed that nearly 65 per cent of respondent farmers had good opinion on the services rendered by the YSR Rythu Bharosa Kendras followed by bad opinion by 21 % and undecided 15% (neutral opinion).

Cent per cent respondent farmers had good opinion on RBK is maintaining digital kiosk for booking inputs. 91.67 per cent of respondent farmers had good opinion on RBK is maintaining smart TV for interaction with scientists and other experts through audio and video conferences and dissemination of technology. 90 per cent respondent farmers had good opinion on RBK is providing free crop insurance/ animal insurance. It might be due to Govt. provided these services at RBKs.

91.67 per cent of respondent farmers had bad opinion on RBK is providing soil & water testing facility. It might be due to Govt. not provided these services at RBKs since its inception.

**Table 2. Utilisation of the Services of RBK by the farmers**

S.No	Particulars of the Services	Utilised	Not Utilised
1	Soil & water testing facility	(0)	100.00(120)
2	Seed germination test facility	37.50(45)	62.50(75)
3	e-crop booking	91.67(110)	8.33(10)
4	Free crop insurance/ animal insurance	83.33(100)	18.33(22)
5	Quality seed (green manure/ crop seed/fodder seed/concentrate feed)	61.67(74)	38.33(46)
6	Quality fertilizers	31.67(38)	68.33(82)
7	Quality Pesticides	27.50(33)	72.50(87)
8	Loan, weather and market prices information through CM APP	60.00(72)	40.00(48)
9	Custom hiring centres	54.17(65)	45.83(55)

10	Need based information to farmers on crop health management	60.00(72)	40.00(48)
11	Digital library and information material for enhancement of farmers knowledge	70.00(84)	30.00(36)
12	Capacity building programmes to farmers in recent advances in agriculture by scientists	65.00(78)	35.00(42)
13	Polambadi/thotabadi/pasuvigyanbadi	81.67(98)	16.67(20)
14	Digital kiosk for booking inputs	79.17(95)	20.83(25)
15	Smart TV for interaction with scientists and other experts through audio and video conferences and dissemination of technology	35.00(42)	65.00(78)
16	ICC, RBK channel for farmers queries and farmers-scientists interaction	71.67(86)	28.33(34)
17	Free vaccination to animals, first aid for animals and treatment after consulting VAS, deworming and semen collection	73.33(88)	26.67(32)
18	Animal health cards	50.00(60)	50.00(60)
19	Extent of loan eligibility through bankmitra and information on government schemes	60.00(72)	40.00(48)
20	Identifying beneficiaries for various government schemes	80.00(96)	20.00(24)
21	YSR Rythu Bharosa (Assurance to farmers) scheme	93.33(112)	6.67(8)
	<b>Total</b>	<b>60.32 (1520)</b>	<b>39.68 (1000)</b>

Sixty per cent respondent farmers had utilized the services rendered by the YSR RBK 40 per cent not utilized the services rendered by the YSR RB

93.33 per cent farmers utilised the services of YSR RBK for the Rythu Bharosa Scheme.91.67% of the farmers utilised the e crop booking.83.33 per cent farmers utilized services for the crop insurance scheme followed by 81.67% farmers utilised the polambadi and Agro Advisory meeting services.80 per cent farmers utilised the services pertaining to Identifying beneficiaries for various government schemes .

Cent per cent farmers not utilised the services pertaining to soil and water testing facilities. 65 per cent farmers not utilised the services particularly Smart TV for interaction with scientists and other experts through audio and video conferences and dissemination of technology.50% farmers not utilised the services of animal health cards.

#### CONCLUSIONS:

There is a need to create awareness among the farmers about the services of YSR-Rythu Bharosa Kendras by organising more no. of campaigns and through print and electronic media. Government has to provide soil& water testing facility and services to the farmers which is pivotal in knowing the soil fertility and productivity status for cultivation of field and horticultural crops.

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