

# DR. YSR RYTHU BHAROSA KENDRALU – A ONE STOP SOLUTION FOR FARMERS

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**In a nutshell:** Making available quality inputs for agriculture and allied sectors, enabling knowledge transfer and providing capacity building.

**Nodal agency:** Government of Andhra Pradesh

Agriculture is one of the paramount sectors in Andhra Pradesh, with farmers striving to provide food security to the entire nation. Despite technological advancements in the country and in the agricultural sector, the farmers have relied on the advice of fellow farmers and input dealers, without residual knowledge of agronomic practices and critical stages of various crops. They often pay exorbitant amounts to fetch seeds, fertilizers and other inputs, despite them not being recommended against the crop. By the time the crop is harvested, the farmers receive poor quality yields, are deprived of remunerative prices, as a result of fleecing by middlemen and are forced into debt traps.

To tide over the difficulties faced by the farmers, the Chief Minister of Andhra Pradesh established Rythu Bharosa Kendralu (RBK) in 2019.

The objective of the project is to ensure the availability of pre-tested, certified and quality inputs of agriculture and allied sectors at a competitive price at the village level, along with knowledge transfer on the latest and innovative technologies to augment farmer incomes and knowledge. It is the first of its kind in the nation and renders services from “seed to sale”.

RBKs chiefly function through 4 verticals

1. **Supply of pre-tested quality inputs**
  - a. Ensures reduced prevalence of spurious seeds
  - b. Averting sale of inputs at exorbitant prices at private outlets
  - c. Inputs are made available ahead of the sowing season
2. **Delivery of services, capacity building and knowledge dissemination**
  - a. Farm mechanization
  - b. Free crop insurance registration
  - c. Seed-to-seed training programme
  - d. Trainings and field diagnostic visits by scientists
  - e. Use of posters, pamphlets to spread information
  - f. Libraries with books and video materials for information dissemination on crop management

**3. Farmers advisories and call centre**

- a. Agri advisory board was constituted to aid in adopting best practices, providing support package and addressing domestic demand-supply gap
- b. Integrated call centre set up to facilitate instant remedies and immediate redressal of farmer grievances

**4. Procurement operations**

- a. The government has declared all RBKs as procurement centres to ensure MSP and provide impetus to farmers
- b. Reducing transportation costs

**Impact**

- Helped to achieve higher yields and improved quality of crops.
- Ensured the supply of quality agricultural inputs like seeds, fertilizers and pesticides
- The right advisories were provided at the right time
- After the RBKS were declared to be procurement centres, farmers were able to sell their supply in the village itself
- Famers can now access government schemes through the RBKs and this has ensured transparency.



Inauguration of New RBK buildings by Hon'ble CM, Andhra Pradesh