



RESEARCH PAPER

Awareness of farmers towards products and services offered by Rbks in Rayalaseema region Andhra Pradesh—A case study

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Abstract : The present study attempts to know about awareness of farmers towards products and services offered by Rythu Bharosa Kendras (RBKs) in Rayalaseema region of Andhra Pradesh state has been taken up with the objective was to study the farmers awareness towards products and services offered by Rythu Bharosa Kendra's in Rayalaseema region, Andhra Pradesh 2020-21. The primary data on awareness towards products and services offered by Rythu Bharosa Kendras were collected from farmers randomly from four districts of in Rayalaseema region of Andhra Pradesh state with pretested questionnaire. The study also attempted to examine farmers' perceptions of three main aspects of Rythu Bharosa Kendras: general aspects of RBKs, products sold by RBKs, and services offered by RBKs. In this connection, frequency, percentage, mean, weighted average score method and chi-square test were employed. The results of the study also indicated that the awareness of farmers towards products and services was high for statements like staff available at RBK for guidance, availability of agri inputs (seeds, fertilizers etc.) and e-karshak services offered by Rythu Bharosa Kendras. Overall awareness of farmers towards products and services offered by Rythu Bharosa Kendras was medium level among 51 per cent of the farmers, high among 32 per cent of the farmers and 17 per cent of the farmers were having low level of awareness.

Key Words : Awareness, Products, Services, Agri-inputs, E-karshak, Rythu Bharosa Kendras

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