



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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INTRODUCTION

The concept of one stop shop solution for all farm needs has led to the establishment to Rythu Bharosa Kendras at the village panchayat level on May 30, 2020 by Andhra Pradesh State Department of Agriculture for rendering services to farmers, Presently there are 10,641 Rythu Bharosa Kendras (RBK) established across the state for the farmers as one-stop-shop for agriculture

and allied firms (3,237 RBK's in Rayalaseema region).

The major functions of RBK includes:

- To facilitate on-site provision of critical inputs like seeds, fertilizers, bio-fertilizers, plant protection chemicals, etc.
- Enrollment and processing for input subsidy and crop insurance

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– To provide testing services for soil, seed and water.

– To provide technical information on crop selection, crop production and related know-how and market information to farmers.

The success of the programme depends on the awareness of farmers towards products and services offered by Rythu Bharosa Kendras, hence present study was conducted with specific objective mentioned below.

Objective:

– To study the farmer’s awareness towards products and services offered by Rythu Bharosa Kendra’s in Rayalaseema region, Andhra Pradesh.

MATERIAL AND METHODS

Research design:

Ex-post research design was used in the study.

Locale of the study:

The study was conducted in Rayalaseema region, Andhra Pradesh state.

Selection of farmers:

One hundred who have availed the benefits RBKs were randomly selected from four districts (Ananthapur,

Chittoor, Kadapa and Kurnool) of Rayalaseema region, Andhra Pradesh state.

Analysis of data : The collected data was analyzed was frequency, percentage, mean, weighted average score method and a criterion for grouping the farmers.

RESULTS AND DISCUSSION

The results obtained from the present investigation as well as relevant discussion have been summarized under following heads :

Awareness of farmers towards products and services offered by RBKs:

The present study refers to the interpretation of farmers on awareness aspects regarding general aspects of RBKs, products offered by RBK and services offered by RBKs. Statements on various general aspects, products and services offered at Rythu bharosa kendras as shown in the Table 1.

A three point rating scale was used for the analysis. The scores of 1, 2 and 3 were given against unaware, aware and purchased (or) experienced levels, respectively. Mean scores were calculated and ranks were given to the aspects according to the mean score obtained.

Table 1: Awareness of farmers towards products and services offered by RBKs

Sr. No.	Awareness about RBK	Mean score	Rank
1.	Agriculture and veterinary (Technical) staff are available at RBK for guidance	3.00	?
2.	RBK also supplies agri inputs to the farmers (seeds, fertilizers etc)	2.83	?
3.	E-Karshak (Digital crop records) is maintained by RBK staff by capturing crop images and geo-tag the location of the crop	2.77	?
4.	RBK area of operations are confined to Revenue village as a Unit.	2.73	?
5.	There are agriculture and allied audio visual aids like charts, boards, books are displayed at RBK to create awareness regarding current works and new technological advancements	2.61	?
6.	Enrollment and processing for input subsidy and crop insurance is done at RBK	2.57	?
7.	RBK is one stop solution for agriculture and allied activities	2.38	?
8.	RBK provides extension services like fam school, weather forecasting information, soil, seed and water testing services etc	2.26	?
9.	RBK has all the information about agriculture and allied supporting schemes offered by the state government	2.25	?
10.	Digital kiosk is available at RBK for placing order of agri inputs.	2.05	?
11.	RBK provides marketing services like market price information and MSP procurement services.	1.92	?
12.	RBK assess the yield and damage of crops and those records are maintained	1.79	?
13.	RBK disseminates information related to agriculture and allied firms via WhatsApp groups	1.74	? ?
14.	Formation and credit linkage of 4S groups (JLG) is done at RBK	1.57	??
15.	Veterinary services like medication, guidance regarding maintenance and feed etc	1.21	??
16.	RBK supplies livestock feed to the farmers	1.15	??

Table 2 : Overall farmers awareness towards Rythu Bharosa Kendras

Sr. No.	Participatory category	Participatory score	Farmers		Mean	Half standard deviation
			No.	%		
1.	Low	< 32.84	17	17.00	34.68	1.84
2.	Medium	32.84 – 36.52	51	51.00		
3.	High	> 36.52	32	32.00		
	Total		100	100.00		

A perusal of Table 1 unveils that according to the sample farmers, their level of awareness was high for statements: Agriculture and Veterinary (Technical) staff are available, sale of agri inputs to the farmers (seeds, fertilizers etc.), and e-karshak services (Digital crop records are captured and maintained), Area of operations are confined to revenue village with mean score of 3.0, 2.83, 2.77 and 2.73. The level of awareness was low for statements: Availability of Veterinary services and sale of livestock feed to the farmers with mean score 1.21 and 1.15 where low level awareness on veterinary products and services because of unavailability of staff related to veterinary department to supply products and services to the farmers.

Overall farmers awareness towards Rythu Bharosa Kendras:

Overall farmers awareness of towards products and services offered by Rythu Bharosa Kendras in the present study refers to the interpretation of farmers on awareness aspects regarding general aspects of RBKs, products offered by RBK and services offered by RBKs.

It is observed from Table 2 and Fig. 1 that as high as 51 per cent of the farmers were having to medium level of awareness on Rythu Bharosa Kendras, while 32

per cent of the farmers were having to high level and the remaining 17 per cent of the farmers were having to low level of overall awareness on Rythu Bharosa Kendras. It can be concluded that a majority of 83 per cent of the farmers were belonging to medium to high level of overall awareness towards Rythu Bharosa Kendras.

Summary:

The study results evidently proves that the farmers possess medium to high level of awareness (83%) towards products and services offered by Rythu Bharosa Kendras because of its success in providing need based technical help and services to the farmers.

The Rythu Bharosa Kendras be further strengthened by developing infrastructure including amenities, hardware and software facilities to resolve the connectivity problems, Andhra Pradesh state department of agriculture should organize more awareness campaigns regarding products and services offered by RBKs and Increased use of print and social media marketing is required. This will help the farmers in developing a better awareness regarding products and services offered by RBKs.

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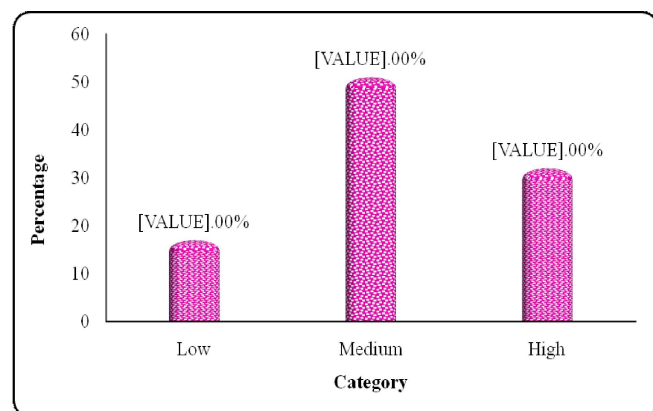


Fig. 1 : Overall farmers awareness towards Rythu Bharosa Kendras

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