

AGC02-  
35028/1/2020

O/o Commissioner & Director of Agriculture  
Andhra Pradesh, Guntur

Dt: .05.2020

**MEMO**

Sub: Rythu Bharosa Kendralu - Establishment of District Resource Center (DRC) in each district - Instructions issued - Regarding.

Ref: 1.GO MS No.37 Dt 04.02.2020 of Government of Andhra Pradesh

2.UO Note No. AGC02 - 35026/4/2020 Dt.30.04.2020 of this office.

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It is to inform that, availability of quality farm inputs and right advisories are very critical in improving the crop productivity and in reducing the cost of cultivation. In the era of technological advancement, the quality of services, speed in deliverables and precision in actions are possible by creating proper interface between farmers, scientists, extension officers, service providers etc and by bringing innovation/sustainable interventions in Agriculture and Allied sectors. Agri Input Shop and Farmer Knowledge Center are important components of RBKs.

RBKs will bridge the information and service delivery gaps in the State's Agriculture Sector by bringing all the Stakeholders of Agriculture & Allied Sectors into one single platform offering all the services to farmers by ensuring year round productivity, profitability and sustainability. In RBKs, Agriculture & Allied Sector Officials & Scientists will provide latest and low cost technologies to farmers. Subject experts will conduct farmers trainings in RBKs through Physical contact or through Smart TV / Online trainings.

**Objectives of the Farmer knowledge center in RBK:**

- To build capacity of farmers through classroom and field trainings and demonstrations on best practices and new technologies for adoption.
- To create farmers interface with Scientists and Extension Staff of Agriculture & Allied Departments.
- To act as single point of contact for information about latest technologies, Government Schemes etc.
- To maintain database of farmers in a village with details of land extent, crops grown, livestock details etc.

- To organize farm demonstrations of organic agriculture practices.
- To promote optimum utilization of farm input through soil test based nutrient management.
- To leverage the benefits of technology in farming through access to right information to farmers helping them to take more informed decisions, optimize cost and increase farm productivity and income.

Vide 2<sup>nd</sup> reference, instructions were issued to integrate all the FTCs and ATMA offices in the district to effectively utilize the resources & manpower working towards common objective of Farmers empowerment through Trainings. The Integrated district level training center is named as RBKs **District Resource Center (DRC)**. The Project Director, ATMA will be the head of the District Resource Center and the existing staff of ATMA & FTC should work together in integration from this center.

The DRC shall be established in either of the PD ATMA office or FTC office whichever is Government Building and feasible as Resource center. This office shall be completed with RBK branding and shall be equipped with human resources from the available staff as well as required infrastructure. Necessary budget will be released to the district JDAs to meet the branding and infrastructure requirements based on the need.

**The responsibilities of the District Resource Center:**

- District Resource Center is the sole responsible for achieving the above objectives of Farmer knowledge center in RBK.
- Shall coordinate with the Allied departments and prepare RBK wise Training schedule and Training material.
- Shall act as a bridge between Scientists and farmers for knowledge dissemination.
- Shall coordinate with the Agriculture & Allied Universities Scientists and arrange visits to each RBK once in every two months to impart Training to farmers through personal contact.
- Shall coordinate with Allied departments to plan and conduct their trainings.
- Shall plan and carry out the trainings to different stakeholders as per the training schedule & calendar.
- Maintenance of Smart TV through AMC and ensure that the TVs shall function Online & Offline throughout the year without any interruption.
- Shall plan & prepare the training content and pushing through MDM software to the VAAs from time to time to build their capacities.
- Shall prepare the district specific needs & trainings and conduct the trainings
- Shall prepare the offline training material/videos contents to push them to Digital Signage through Smart TVs.
- Shall prepare the posters of Agriculture & Allied Departments in coordination with the respective department to display the posters in

eight display frames that are being installed in each RBK.

Hence all the Project Directors of ATMA are instructed to establish the District Resource Centers by **25th May** 2020 as per the above guidelines and equip these centers with required staff and infrastructure from the available sources to bring the centers in to immediate operation.

Commissioner & Director of Agriculture

Andhra Pradesh, Guntur

To,

All the PDs of ATMA in the state.

Copy to all the JDAs in the state for necessary action.

Copy to the Director, ATMA with an instruction to direct the PDs to establish District Resource Centers immediately.