

RBK-II Section Notes (English) for Updating in APAGRISNET Portal **Extension Activities – RBK Centric Initiatives**

The Government of Andhra Pradesh has established the 10,778 Rythu Bhrosa Kendralu (RBKs) with the main objective of Knowledge Transfer and to strengthen the extension reach to farmer's doorstep for increasing productivity in agriculture and allied sectors and to increase income of the farmers.

The Department is organizing **Extension activities as RBK Centric to have more visible impact at field level** duly converging with Allied Sectors.

The major initiatives of the Government in the field extension are as follows

Integrated Call Center (ICC):

- Government has established the Integrated Call Center with toll free no. 155251 during May 2020 for Addressing Farmer Queries in Agriculture and allied sectors.
- 45 qualified persons are answering the farmer queries from 7.00AM to 7.00 PM on all working days
- A message in local language will also be sent to the farmers after the call.
- Call Center Executives are being supported by 5 Scientists from Agriculture, Animal Husbandry, Horticulture & Fisheries Universities for call escalation.
- 5 Exclusive WhatsApp Nos. (8331056028, 8331056149, 8331056150, 8331056152, 8331056153, 8331056154) are in use for image based advisories/ virtual field visit by Scientists and the recommendations will be sent to farmers within 24 Hrs.
- Upon receipt of repeated calls from the same location on same issue, ICC will alert the respective DRCs and directs to conduct diagnostic field visit in the alarming areas for immediate necessary steps.
- Analysis on received calls will be taken on daily basis
- Feedback is also being taken on the acceptance and usefulness of the advice in a week time.

- Status of call receipts

2020-21: From establishment to 31-03-2021

- No. of calls attended : 2,07,241
- Average No. of calls per day : 716
- Total Whatsapp calls received : 3710

2021-22: From 01-04-2021 to 31-03-2022

- No. of calls attended : 2,30,752
- Average No. of calls per day : 769
- Total Whatsapp calls received : 3,795

2022-23: From 01-04-2022 to 30-11-2022

- No. of calls attended till date : 1,48,427
- Average No. of calls per day : 795
- Total Whatsapp calls received : 1,903

RBK Studio and Channel:

- The department has established the RBK Channel and Studio during March 2021 in the premises of ICC, Gannavaram to telecast live/ recorded interactions of Scientists and Officials of Agriculture and allied sectors to provide technical information to farmers through smart TVs provided at RBKs.
- The Department is also disseminating the best / innovative practices being adopted by the progressive farmers through RBK channel live /recorded programmes for their reach to large no. of farmers. Their successes and experiences on new technologies leads to conviction and adoption by fellow farmers.
- Definite slots were allotted to the progressive farmers of Agri and allied sectors.
- Till date, more than **1003** live / recorded interactions have been taken up through RBK Channel duly coinciding to field operations and nearly **203** progressive farmers have shared their best / innovative practices and experiences related to Agriculture and allied sectors.
- Status of telecast
 - 2020-21: From establishment to 31-03-2021.**
 - No. of videos broadcasted: 99
 - 2021-22 : From 01-04-2021 to 31-03-2022**
 - No. of videos broadcasted: 525
 - 2022-23 : From 01-04-2022 to 29-11-2022**
 - No. of videos broadcasted: 385
 - Total No. of Subscribers: 1,99,842**
 - Total Cumulative Views: 22,85,884**

Rythum Bharosa Radham (Knowledge on Wheels)

- 4 Vehicles are in operation in 4 Zones of the State at Srikakulam, Krishna, Guntur & YSR Kadapa Districts
- Digital Vehicles operate in a predefined route map & GPS tracking
- The Digital Vehicles have the Video Conferencing facility and it allows farmers interaction with Subject Experts and Scientists
- Expert Scientists are involved in farmer interactions as per the need.
- Based on feasibility, programmes are being organized in Night times also.
- Extending services with fixed and prior schedule covering all the Assembly constituencies.

- In the process of expansion for all the districts.

Agri Advisories

(Dr YSR Rythu Bharosa Monthly Magazine)

- Dr YSR Rythu Bharosa Monthly Magazine is providing the latest technical information related to Agriculture and allied sectors along with the details of Government welfare programmes and activities.
 - ❖ Made available at all RBKs across the State from July, 2020
 - ❖ Disseminates updated information on latest technical know how
 - ❖ 14,300 Free Copies are being supplied on monthly basis for the benefit of farmers and officials.
 - ❖ Magazine is having 1 lakh paid subscribers
- **Posters** on various identified themes on critical yield gaps were designed, printed, circulated and displayed in all the 10,778 RBKs across the state to bring behavioural and attitudinal changes in the farmers in adopting the critical interventions in achieving sustainable production.
- **WhatsApp Messages** (with Audio) are being created and circulated among the Crop-wise Farmer WhatsApp Groups formed at Village (RBK) level for speedy dissemination of information.
- **Pamphlets** – different Pamphlets were prepared and circulated Physically to farmers as well as among the Crop-wise Farmer WhatsApp Groups formed at Village (RBK) level.

Agriculture Advisory Boards

- Government has constituted Agriculture Advisory Boards to address the farmer needs from Seed to Sale through Bottom-up planning.
- Facilitates in advance crop planning and needed crop diversification.
- Plans for the required agricultural inputs.
- Address the domestic demands and supply gaps of agricultural commodities and marketing aspects
- Facilitates in improving the net income of farmers, nutritional status and food security
- Functions in coordination with 10,778 Rythu Bharosa Kendrams in the state.
 - ❖ RBK Level meeting : 1st Friday of every month
 - ❖ Mandal Level meeting : 2nd Friday of every month
 - ❖ District Level meeting : 3rd Friday of every month
- The AABs at various levels also escalates the issues to higher levels which needs interventions / policy decisions of head offices and Government.
- Nearly one lakh farmers are directly involved for better crop planning and marketing of agriculture produce based on the agro climatic situations.