Rythu Bharosa Kendralu
Village level farmers facilitation centers

RBKs
GAME
CHANGER
Initiative of Govt. of Andhra Pradesh

DIGITAL & INTEGRATED MODEL FOR KNOWLEDGE AND SERVICE DELIVERY TOWARDS SUSTAINABLE AGRICULTURE
It is the Vision of Hon’ble Chief Minister of Andhra Pradesh Shri. YS Jagan Mohan Reddy to have an Agri Input Shop and a Village Knowledge center at Village level near Village Secretariats through which the following should be made available to farmers at every village:

- Pre-tested Quality inputs of Seeds, Fertilizers & pesticides.
- Government schemes & services
- Trainings and capacity building of the farmers on latest agricultural technologies
Objectives

Delivery of Certified Product at Right Price & Right Time

Right Advisory & Dr YSR Polambadi

Channelize Govt. Schemes

Increase Farm Productivity & Farm Income

Andhra Pradesh being an Agrarian State, the Government primarily focuses on agriculture, allied sectors and farmers welfare.

In October 2019 Hon’ble CM instructed about establishing an Agri Input Shop and a Village Knowledge center at Village level near Village Secretariats and named it as Rythu Bharosa Kendram (RBK).

Rythu Bharosa Kendram is One Stop Shop for supply of Government Certified Agri Inputs (Seeds, Fertilizers & Pesticides), Animal Husbandry & Fisheries Inputs to the farmers and has an attached workshop / Knowledge Center for giving scientific Agri Advisories to the farmers.
Rythu Bharosa Kendrams (RBK's) are established in villages across Andhra Pradesh with a mission to transform Andhra Pradesh through strengthening Agriculture which is the strongest pillar of the states economy. RBK's core objectives included:
Four Pillars of RBK

1. Delivery of Services
2. Supply of Quality Inputs
3. Capacity Building & Knowledge Dissemination
4. Procurement operations

Seed to Sale
Not just buildings & machines

Backed by ~21K Strong HR

<table>
<thead>
<tr>
<th>DESIGNATION</th>
<th>SANCTIONED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Village Agriculture Assistant (VAA)</td>
<td>6758</td>
</tr>
<tr>
<td>Village Horticulture Assistant (VHA)</td>
<td>4000</td>
</tr>
<tr>
<td>Village Sericulture Assistant (VSA)</td>
<td>400</td>
</tr>
<tr>
<td>Village Animal Husbandry Assistant (VAHA)</td>
<td>9844</td>
</tr>
<tr>
<td>Village Fisheries Assistant (VFA)</td>
<td>794</td>
</tr>
</tbody>
</table>

**Operation of RBKs**

- The RBK Centers are operated by Village Agriculture Assistant / Horticulture Assistant / Sericulture Assistant and Village Animal Husbandry Assistant / Village Fisheries Assistant shall function from the respective RBKs.

- Dress Code (VAA/VHA - Green, VAHA : White, VFA - Blue)

- Tabs given & monitoring mechanism in place.

- Training programs imparted

- Continuous evaluation taken up by the individual departments

- Biometric attendance @ RBK in digital kiosks / YSRAPP - Geofence

**Additional Manpower**

<table>
<thead>
<tr>
<th>Additional Manpower</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Banking Correspondents</td>
<td>9277</td>
</tr>
<tr>
<td>Procurement Staff (During Season)</td>
<td>11033</td>
</tr>
</tbody>
</table>
RBKs – Stakeholders; Knowledge Partners

Knowledge Partners

MS Swaminathan Research Foundation, Chennai

- National Institute of Plant Health Management, Hyderabad
- Soil Science Division, IARI, Pusa, New Delhi
- Central Fertilizer Quality Control & Training Institute, Faridabad
- Central Insecticide Lab, Plant Quarantine, Faridabad
- National Seed Research & Training Center, Varanasi
- National Diary Research Institute, NDRI, Karnal, Haryana
- Indian Veterinary Research Institute (IVRI), Izatnagar, UP

- ANGRAU, Dr YSR Horticultural University, SVVU
- All Banks
- AP Diary
- Panchayath Raj
- Disaster Management
- Irrigation
- Fisheries
- Animal Husbandry
- Marketing
- Sericulture
- Electricity
- Civil Supplies
- Revenue
- Horticulture
- Agriculture
“Agriculture Advisory Boards” were established at 4 levels

- Better crop planning & Marketing of Agriculture Produce based on the Agro Climatic Situations at Village Level.
- Farmers needs are captured by Agri Dept and steps are taken as per their requirements.
- **Farmers are involved in Decision making**
**Infrastructure for RBKs**

Every RBK is provided with the below basic infra elements for operations apart from materials supplied based on specific RBK requirements.

<table>
<thead>
<tr>
<th>Basic Infrastructure</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Digital Kiosk (Interactive Touch Screen)</td>
<td>1</td>
</tr>
<tr>
<td>2 Internet facility</td>
<td></td>
</tr>
<tr>
<td>3 Open Racks (for Model products Display)</td>
<td>4</td>
</tr>
<tr>
<td>4 Office table</td>
<td>2</td>
</tr>
<tr>
<td>5 Fibre chairs</td>
<td>15</td>
</tr>
<tr>
<td>6 White board &amp; stand</td>
<td>1</td>
</tr>
<tr>
<td>7 Racks (Library etc)</td>
<td>2</td>
</tr>
<tr>
<td>8 Display Frames</td>
<td>8</td>
</tr>
<tr>
<td>9 Smart TV</td>
<td>1</td>
</tr>
<tr>
<td>10 Library &amp; Digital Library (Set)</td>
<td>1</td>
</tr>
<tr>
<td>11 Soil Test Kit</td>
<td>1</td>
</tr>
<tr>
<td>12 Seed Test Kit</td>
<td>1</td>
</tr>
<tr>
<td>13 Moisture Meter</td>
<td>1</td>
</tr>
<tr>
<td>14 Sieves</td>
<td></td>
</tr>
</tbody>
</table>

**Soil Testing Kit**  
**Seed Testing Kit**
Allied Sector Tools at RBKs

**Veterinary Tools**
- LN2 container
- AI Gun
- Drenching Gun
- Burdizzo Castrator
- Trevis
- AI Container

**Aqua Tools**
- Fish Net
- Crates
- Weighing Balance
- Water Analysis Kit
Outreach of RBKs

Rythu Bharosa Kendralu
1. Services at RBKs

- Weather & Market info
- Community Hiring Centers (CHCs)
- Soil and Seed testing
- Credit Services
- Banking Services
- All Government Schemes

Services are Delivered through Digital Tools
A Digital Kiosk is made available in each RBK.

**Digital Kiosk Features**

- Touch Screen
- Front Camera
- Aadhar enabled Finger Print Scanner
- Micro phone & Stereo Speakers
- UPS Power Backup
- Provision for future incorporations like
  - Thermal Printer
  - USB charging slots
  - A4 Color printer
  - E-POS Machine
  - RFID Card Reader
- Information dissemination to Grass Root Level, especially to the remote Villages is made easy through Digital Kiosks.
- Multifunctional Kiosk Software is present in the Digital Kiosk.
- Along with Inputs Indent, the Digital Kiosks facilitate Farmers to access the below information:
  - Market Prices
  - Weather Forecasting (3 Days)
  - Agricultural News
  - e-Magazine
  - Dept Schemes information
  - Testing Labs information
**e-Crop Booking App**

- Provision for booking of all crops i.e., Agriculture, Horticulture, Sericulture and Fodder crops.
- Capturing the information of actual cultivator whether land owner or tenant.
- Single Source of Truth for All Agriculture Schemes

### Season
- **Kharif** (01/04 to 30/09)
- **Rabi** (01/10 to 28/02)
- **Summer** (01/03 to 31/05)

### Land Types
- Private (Zirayiti)/Pattadar
- Assigned
- RoFR
- Endowment/Wakf
- INAM
- Government (Lanka/CJFS/Corpn/Surplus Lands/ Acquired)

### Crops
- Agriculture
- Horticulture
- Sericulture
- Fodder

### Crop Categories
- Food Crops
- Oilseeds
- Fodder Crops
- Fruit Crops / Spices / Vegetables /Flower Crops/ Mulberry

### Farmers
- Land Owner
- Tenant
- Cultivator

- Joint Azmoish (Inspection by VAA&VRO)
- Geo – referencing (latitude and longitude)
- Integration with webland
- e-KYC of VAA / VRO
- e – KYC of farmer
- Digital Acknowledgement
- Physical Acknowledgement
D-Krishi: Aadhaar Enabled Seed Distribution System

Digital TABs with Finger Print Devices at Rythu Bharosa Kendrams

- Acceptance of Farmer’s UID
- Display of Weblanl / CCRC / e-Crop details and calculation of seed eligibility
- Selection of Family member in case self not present (Ration card)
- Finger Print Authentication

- Issue of OTP to Mobile
  - Payment of Non Subsidy to VAA
  - Realisation of Payment at NIC
  - Stock Delivery to Farmer at RBKs

- Successful

- No
  - VAA’s Authentication for genuine farmer where Authentication fail

- Yes
YSRAPP : RBKs Monitoring & Evaluation App

• Entire efforts of Department are invested into RBKs project and it is important to get good outcome for the efforts.
• A Mobile Application is designed for **RBKs monitoring and evaluation**.
• The App is named as YSR App – **Y**ield **S**ustainability **R**eforms in **A**griculture **P**roduction and **P**roductivity.
• Activity Geofence – 5 KM; Attendance Geofence -1 KM
• Two Way Communication App: Notifications from HOD & Feedback from Users
• App Functions only within User Jurisdiction

YSRAPP features

<table>
<thead>
<tr>
<th>RBK Registration</th>
<th>RBK assets tracker</th>
<th>Activity tracker</th>
<th>Feedback from Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visit to RBKs</td>
<td>Attendance</td>
<td>AAB module</td>
<td>Real Time Dashboard</td>
</tr>
<tr>
<td>Performance</td>
<td>Notifications</td>
<td>MAO Module</td>
<td>ADA Module</td>
</tr>
</tbody>
</table>
Banking Services at RBKs - Business Correspondents

9,277 Business Correspondents (BCs) / Bank Mitras are mapped with the 10,778 RBKs in the state to provide Banking Services to Farmers

The Banks provided a schedule of operation of the BCs at RBKs to enable the farmers to access banking services from RBKs.

<table>
<thead>
<tr>
<th>Task</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Processing and submission of applications to banks.</td>
<td></td>
</tr>
<tr>
<td>Disbursal of small value credit and collection of small value deposit as per bank limit and norms.</td>
<td></td>
</tr>
<tr>
<td>Collection and preliminary processing of KCC applications and KCC renewal forms etc.</td>
<td></td>
</tr>
<tr>
<td>Creating awareness among farmers on financial literacy and SVPR scheme benefits.</td>
<td></td>
</tr>
<tr>
<td>Educating on digital transactions like mobile banking, net banking and phone pay etc</td>
<td></td>
</tr>
<tr>
<td>Post-sanction monitoring and Follow-up for loan recovery</td>
<td></td>
</tr>
<tr>
<td>ATMs established at few RBKs</td>
<td></td>
</tr>
</tbody>
</table>

ATMs established at few RBKs
Agri Tools Hiring through CHCs
- Social Audit is a unique feature in RBKs.
- In RBKs, all scheme beneficiaries' lists are displayed for one (1) week.
- If eligible farmers are left out, they can file a request & rectify to receive benefits.
- Bringing transparency in the system.
- Extending benefits of the Government to right beneficiaries only.
2. Supply of Quality Inputs

- The RBKs make available **quality Agri inputs**, animal feed and fish feed etc to farmers at right price, right time at village level
- The RBKs **reduce duplicate and spurious** products sale in market by only allowing sale of tested and certified products through RBKs
- All products are pretested in **Integrated Agri Labs** and only Standard and Certified products are displayed in Kiosk for sale
- To speed up stock deliveries, **10,000 + village level godowns** are established
- AP Seeds supply Seeds to RBKs
- AP Agros supply Pesticides to RBKs
- AP Markfed supply of Fertilizers and bulk feed to RBKs
- RBKs **bring good practices** in the sales of farm inputs and act as a model vendor. Farmer choice products are only sold.
Various agri and agri-related departments are collaborating together to bring every farming and allied activities related services to the farmers door step through RBK’s

- Dept of Agriculture: Nodal Agency to establish and administer RBKs
- AP Seeds Ltd: Seeds Distribution through RBKs
- AP Markfed: Fertilizers, Micronutrients, Bulk Feed
- AP Agros: Pesticides & Farm Implements
- Software Firm: End to End digitization of Supply Chain & Inventory
- Agri Input Companies: Supplies of Seeds, Fertilizers & Pesticides to RBKs

- MoUs entered with:
  - 29 Seed Companies
  - 19 Fertilizer Manufacturers
  - 52 Pesticides Mfg & Marketers
Network of Testing Labs

Veterinary Labs (Constituency)  154
Veterinary Labs (District)  10
Veterinary Labs (Regional Labs)  4
Veterinary Lab (State)  1

Aqua Labs  35
RBK Agri Inputs – Process Flow

**Preposition**

- VAA Predicts Demand for Village
  - Places order with the Manufacturer
    - Demand is forwarded to the District Head
  - Order is shipped to Godown
    - Stocks are tested at Labs
      - After testing, stocks will be dispatched to RBK
    - On Approval, stock will be available for sale in Kiosk

**Order Fulfillment**

- Farmer places order using Kiosk
- Farmer places order using Mobile App
  - Pays in full
  - Instant Pick up from RBK

RBK
InSight is a dedicated Digital Platform AI & IoT based solution for counterfeit detection of farm inputs like seeds fertilisers and Pesticides.

InSight facilitates the tracking, tracing & verification of Inputs Quality from Manufacturer to retailer.

This platform connects the Input manufacturers, Input Dealers, Sample collection team, Input Inspectors, Regional Coding Centres, Integrated Agri Labs and Farmers.

InSight- Input Samples Identity, Genuineness by High Level Testing

InSight App is Mobile App + Web Portal

Mobile App for Field Functionaries and Web Portal for HOD, DAOs, RCC and Agri Labs.
RBK is basically a training center, where Agriculture & Allied Sector Officials & Scientists provide latest and low cost technologies to farmers. Audio Visual Aids, Mini Soil testing Lab, Method demonstrations, Library etc are part of RBKs. Polambadi is seed to seed training programme (14 weeks) in the field.

- Farmers training at RBK
- Demonstrations
- Dr YSR Polambadi
- YSR Thotabadi
- Rythu Bharosa Magazine
- e-Magazine
- Posters
- Library at RBK
- RBK Channel
- Integrated Call Center - 155251
- District Resource Centers
- Campaigns
- Rythu Bharosa Ratham
Knowledge Dissemination at RBKs

RBK as classroom

Field Schools

Digital Platforms

Dr YSR Polambadi (Farmer Field Schools)

Good Agriculture Practices (GAP)

Organic Farming Practices
RBK as Classroom

Farmers Training by DRC

Rodent Control Campaign & Demo

CCRC campaign
Crop Specific Booklets

Advance Crop Technology

RBK as Classroom
Monthly Magazine

Paid Subscriptions : **1,00,240**

Annual Subscription: **Rs 300/-**

Complementary Copies for Dept & RBKs : 14,000 No’s

- Disseminate information on latest technical know how
- Updates on Agriculture & Allied Sectors
RBK as Classroom

Seasonal, Need based Posters are prepared; Awareness done on Campaign mode at RBKs
RBKs: Method Demonstrations

- Infrastructure in each RBK for conducting Polambadi trainings & Method Demonstrations

Method Demonstration – Items / Equipment

- Drum Stirrer
- Pulveriser
- Gas Stove
- Pressure Cooker
- Drums
- Ribbon Blender
- Mini Soil Testing Lab
- Soil Testing Kit
- Trevis
**Farmer Field School (Dr. YSR Polambadi)**

| Field School | • To empower the farmers on….  
| • ICM techniques like - INM, IPM, IWM, FM, AESA, PAR  
| & Water Management & Agronomic practices  
| • Reduction in cost of cultivation  
| • Increasing of crop yields  
| • Evaluation of FFS with ANGRAU scientists as Knowledge partner |

| Farmers benefitted | • 2020-21: 18,840 Nos ; 5.65 lakh farmers  
| • 2021-22: 16,067 Nos ; 4.82 lakh farmers  
| • 2022-23: 17000 Nos ; 5.10 lakh farmers (in progress) |

| Impact Analysis | Evaluation of FFS data by the State Agricultural University (ANGRAU) scientists, in 2021-22, Cost of cultivation was reduced from 10% to 21% and productivity increased from 6% to 15% in FFS. |
Farmer Field School (Dr. YSR Polambadi) - Implementation of GAPs & Organic Farming

Good Agriculture Practices (GAP):

- **1st phase**: Conducting FFS for 3 consecutive seasons - 1st phase completed

- **2nd phase**: Implementing GAPs concept for 3 seasons and issuance of **GAP certificate to farmers** by A.P. State Organic Products Certification Authority (APSOPCA) (starting from Rabi, 2022)

- **FAO-ICAR-TCP**: Imparting training to the Farmers, Staff of Agriculture & Allied Dept & Scientists on the GAPs & Organic certification

- Establishing **3 Regional laboratories under NABL accreditation** for conducting Pesticide residual analysis of GAP produce.

Organic Certification:

- **3rd phase**: Launching the process of organic production and certification as per Agriculture & Processed Food Products Export Development Authority (APEDA) norms.
Farmers call Integrated Call Center for Advisory;
- If more calls on same issue received from a district or an specific area, ICC informs DRC to conduct Plant Diagnostic visit
- DRC team visit and share findings with ICC
- ICC informs RBK Studio about the issue
- RBK Studio with Guidance of Scientists' /Subject Experts prepare Videos or conduct Phone-in-programmes
- Farmers watch the programme through Smart TVs present in RBKs or Mobiles

Universities share the latest Developments time with DRCs; DRCs plan RBK Staff training and Farmers training through RBKs.

- Integration of ATMA & FTC officers and in Coordination with Scientists from KVks, ARS & DAATT centers.
- Need based trainings at village level
- Plant Diagnostic Visits
- Training Calendar preparation with Coordination of Allied Dept and Scientists

Universities share the latest Developments time with DRCs; DRCs plan RBK Staff training and Farmers training through RBKs.
# RBKs : Plant Diagnostic Visits by DRCs

<table>
<thead>
<tr>
<th>Year</th>
<th>Physical Trg</th>
<th>Virtual Trg</th>
<th>Diagnostic Visits</th>
<th>No. of Farmers Benefitted</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-21</td>
<td>4399</td>
<td>305</td>
<td>1558</td>
<td>130833</td>
</tr>
<tr>
<td>2021-22</td>
<td>2629</td>
<td>644</td>
<td>1437</td>
<td>72433</td>
</tr>
<tr>
<td>2022-23 (April, 2022 to till date)</td>
<td>1264</td>
<td>331</td>
<td>492</td>
<td>64328</td>
</tr>
</tbody>
</table>

Total Diagnostic Visits: 3487
Digital Platforms: Integrated Call Center

- **5.18 Lakhs farmer calls**
  - Dedicated Integrated Call Center for addressing the grievances of farmers by use of ICT
  - Telephonic based advisory service
  - Inaugurated on May 30th, 2020
  - **Toll free Number 155251**
  - Virtual Diagnosis through WhatsApp

- **8,466 WhatsApp images**

Toll Free No 155251

**Diagnose & Prevent Pests In Your Fields!**

Send crop photos via WhatsApp to any of the following numbers & get suggestions within 24 hours.

- 83310 56153
- 83310 56164
- 83310 56150
- 83310 56152
- 83310 56149
- 83310 56028

**Integrated Call Center for Farmers, Growers**
The RBKs are provided with Smart TVs to share technical information on Agriculture & Allied Sectors with Farmers.

The Department of Agriculture has established RBK Channel to telecast need based Technical Content through these Smart TVs.

Digital Platforms: RBK Channel

- Disseminating information on:
  - Crop protection
  - Soil health management
  - Organic Farming
  - Irrigation
  - Crop selection
  - Farm mechanization
  - Market information
  - Value addition
  - Agri-business
  - Dairy farming
  - Food processing industry
  - Horticulture
  - Fisheries
  - Animal husbandry etc.

**Farmer Needs**
- Based on Feedback from ICC (Call Center) & RBKs, farmer preferred technical programmes are planned.

**Seasonal Needs**
- Technical sessions with Crop Experts / Scientists.
  - Regular programmes as per Crop conditions.

**Dept Programmes**
- The Agri & Allied Dept Programmes to bring awareness to the farmers on various welfare programmes /Schemes.

**RBKs**
- Farmer
- Seasonal Needs
- Dept Programmes
4. RBK as Procurement Center

- RBKs are declared as Procurement centers by Government
- RBKs are equipped with required infrastructure for carrying Procurement Operations
- Moisture meter; Sample Divider; Set of Sieves; Analysis kit; Sample Collection pan; Mini Grader; Tarpaulin

<table>
<thead>
<tr>
<th>Year</th>
<th>Crops</th>
<th>No of Beneficiaries</th>
<th>Qty Procurred (In Lakh MT)</th>
<th>Value (Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-21</td>
<td>Paddy, Cotton, Maize, Jowar, Bajra, Bengalgram, Groundnut, Redgram, Ragi, Korra</td>
<td>9.68 Lakhs</td>
<td>90.96</td>
<td>17,778 Cr</td>
</tr>
<tr>
<td>2021-22</td>
<td>Paddy, Maize, Jowar, Bajra, Bengalgram, Groundnut, Redgram, Ragi, Greengram, Blackgram, Turmeric finger, Turmeric Bulb</td>
<td>8.50 Lakhs</td>
<td>68.23</td>
<td>13,542 Cr</td>
</tr>
</tbody>
</table>
RBK as Procurement Center - CM APP

- CMAPP is a unified procurement platform developed by AP MARKFED for the comprehensive monitoring of agricultural crop prices across all locations in the state of Andhra Pradesh.
- **Daily RBK Staff update the local Market prices in CM APP**
- “CM APP” helps authorities in effective decision making by providing analysis reports of daily price trends throughout the state.
- Whenever price of a produce is below MSP, an Alert is Triggered in CM APP and the Marketing Officials intervene to protect the interests of Farmers
- Price stabilization fund with Rs 3,000 Crore was set up to check market price fluctuations and to ensure the farmers get a minimum support price.
VETERINARY SERVICES AT RBK

VETERINARY HEALTH CARE

- 141.19 lakhs First aid cases treated
- 12.95 lakhs Artificial inseminations conducted
- 169.15 lakhs Vaccinations Conducted
- 32.30 lakhs Animal health cards issued
- 13.10 lakhs farmers trained under Pasu vignana badi
- Treves installed at all RBKs
- Fixed day visits of Veterinary Doctors
- Supply of Veterinary Drugs and medicines to all RBKs
- Pasu Samrakshak Android App
- Supply of certified and quality Inputs

DISEASE SURVEILLANCE

BREEDING AND FEEDING MANAGEMENT
Pasu Samrakshak App (AHMS)

- Pasu Samrakshak App has been developed to capture attendance & functioning of AHAs at RBKs, fixed day visits of Vet Doctors to RBKs, Disease surveillance, performance indicators & livestock census updation.

<table>
<thead>
<tr>
<th>Work Done at RBKs - Today</th>
<th>Work Done at RBKs - Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>5788 Attendance of AH Staff at RBKs</td>
<td>14118823 First Aid Cases Treated</td>
</tr>
<tr>
<td>283 Officers Visit to RBKs</td>
<td></td>
</tr>
<tr>
<td>10313 First Aid Cases Treated</td>
<td></td>
</tr>
<tr>
<td>98700 Dewormings Done</td>
<td>19420522 Dewormings Done</td>
</tr>
<tr>
<td>12967 Vaccinations Done</td>
<td>16915509 Vaccinations Done</td>
</tr>
<tr>
<td>858 Artificial Inseminations Done</td>
<td>129514 Artificial Inseminations Done</td>
</tr>
<tr>
<td>290 Specimens Collected</td>
<td>356896 Specimens Collected</td>
</tr>
<tr>
<td>333 Health Cards Distributed</td>
<td>3230423 Health Cards Distributed</td>
</tr>
<tr>
<td>332 AI Calves Verified</td>
<td>837737 AI Calves Verified</td>
</tr>
<tr>
<td>225 Acres of Fodder Promoted</td>
<td>1136489 Acres of Fodder Promoted</td>
</tr>
<tr>
<td>980 Pasu-Kissan Credit Card Applications Filed</td>
<td>385821 Pasu-Kissan Credit Card Applications Filed</td>
</tr>
<tr>
<td>364 Farmers Motivated Pasuvignana Badi</td>
<td>1310748 Farmers Motivated Pasuvignana Badi</td>
</tr>
</tbody>
</table>
Knowledge Dissemination

**Pasu Vignana Badi (Livestock Knowledge School)**
- Adoption of improved livestock management practices
- Nutritional and health care practices
- Adoption of best practices
- Clean milk production
- Services of SV Veterinary University are being utilized for technical guidance in Pasu Vignana Badi trainings
- 13,10,748 farmers trained under Pasu Vignana Badi

**Doctors fixed day visits to RBKs**
- Standard Operating Procedure (SOP) has been operationalized for fixed day visits to RBKs to render Veterinary care services by Doctors and also through Mobile Veterinary Ambulances
Amul- Milk Collection Centers

Milk Collection Centers

- Establishment in coterminous with RBKs
- MoU with Amul
# Significance Fisheries Sector at RBK

<table>
<thead>
<tr>
<th>Rank</th>
<th>Contribution</th>
</tr>
</thead>
</table>
| 1st  | Fish production in the country  
|      | Shrimp production in the country |
| 76%  | Contribution in total Shrimp production of the country |
| 30%  | Contribution in total Fish and Shrimp production in the country |
| 35%  | Contribution to Sea Food export value of the country in 2021-22 (Rs. 20020 Cr) |
Resulting in Increase in farm Productivity through better access to inputs, advisory services and Govt. schemes

- 759 VFAs are recruited Out of sanctioned posts of 794
- VFAs are provided with TABS and are entering data on e-fish, Dr. YSR MSB and KCC
- E-crop extent of 4,51,508.6 lakh Acres uploaded
- Dr. YSR MSB - 5525 activities completed for 14,030 farmers
- Water quality analysis tests done at MSB – 9174
- KCC - 3,264 nos are approved with credit limit of Rs. 400.37 Cr.
E – Fish Survey is under progress through a Mobile app at Farmer’s Pond

Mapping all Ponds of farmer using Google Maps and GPS accurately.

Capturing all the details of the farmer including Land Survey Nos, Extent, Species other details.
**Matsya Sagu Badi (MSB):** To identify the progressive farmers who adopt good/innovative aquaculture practices and to disseminate those techniques to nearby farmers for diversification, enhancing production and productivity, finally to promote eco-friendly sustainable aquaculture production.

- Web application developed and given access to all field functionaries to upload the real time data through e-matsyakar (https://ematsyakar.com/efisher/)

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### AP State Aquaculture Development Authority Act, 2020

- All aquaculture activities and aquaculture business operations are brought under purview of the Authority
- The Authority will monitor and regulate the quality and prices of aquaculture inputs (seed, feed) and produce
- In case of deviations in quality of aquaculture inputs penalties will be imposed
- Creation of congenial environment for trade and export of aqua products
- Promotion of establishment of post harvest facilities and aquaculture projects for diversification and value addition

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**Matsya Sagu Badi (MSB):**

- Water Analysis Tests
- Training session through RBKs
- Monitoring of Crop and to give suggestions for better Output

**Timeline:**

1. Best Practices Applications
2. To get more yield
3. Linked to a particular crop

**End – to – End procedure for one practice**

**In between MSB Process**

**Topic Based training sessions**

**Timeline:** anytime in the whole duration – 5 tests/ week

**Timeline:** 2 Training sessions/ Month at Village Level functionary.
Impact of MSBs in Aquaculture Sector

- Used as a platform for IEC activities.
- **Avoided usage of banned Antibiotics**
- Growth Rates recorded as
  - 2020-21 = 11.04 %
  - 2021-22 = 12.76 % (as on 13-12-2021)
- **Production costs decreased (5 to 7 %)**
- Yearlings stockings promoted from fingerlings stage.
- **Per hectare fish production increased from 1,000 kgs to 1,250 kgs.**
- Institutions (IFCSs) strengthened.
- Maximum utilisation of water bodies for production of fish.
- 100% registration of Fishing Craft and Issuances of Licenses
- Promoted Code of Conduct for Responsible Fisheries (CCRF).
- Hygienic conditions improved on board of fishing vessels.
- Promoted deep sea fishing activities.
- Marine Fishermen Co-operative Societies strengthened.
Multipurpose facility is a one stop center beside every RBK with all necessary infrastructure that helps in taking farmers’ income dynamics to the next level.
Total Financial Outlay of MPFC projects is **Rs. 13065 Cr.**

### Dept of Agril. Marketing

- **Financial Outlay**: **₹ 2706 Cr.**
- Projects under Implementation
  1. Dry storage & Drying Platform at RBK,
  2. Godowns for PDS,
  3. Horticultural Infrastructure,
  4. Primary Processing Centers (PPC),
  5. Assaying Equipment,
  6. Procurement Centers,
  7. Naadu-Nedu, and
  8. e-Marketing.

### Dept of Agriculture

- **Financial Outlay**: **₹ 2216 Cr.**
- Projects under Implementation
  1. Cluster Hiring Centers at RBK level, and
  2. Cluster CHCs with Combined Harvester in paddy growing districts.
  3. Cluster Hiring Centers with Kisan Drones at RBK level.

### APDDCF

- **Financial Outlay**: **₹ 1909 Cr.**
- Projects under Implementation
  1. Automatic Milk Collection Units (AMC), and
  2. Bulk Milk Cooling Units (BMC).
Total Financial Outlay of MPFC projects is **Rs. 13065 Cr.**

### Dept of Fisheries
- **Financial Outlay:** **₹ 1097 Cr.**
  1. Fish/shrimp processing units
  2. Fish/shrimp pre-processing units
  3. Aqua hubs

### AP Food Processing Society
- **Financial Outlay:** **₹ 2600 Cr.**
  1. Secondary food processing units
  2. PM-Formalization of Micro Food Processing Enterprises
  3. Quality testing labs
  4. Skill development and incubation centers
  5. Seed & Millet processing units

### Dept of Animal Husbandry
- **Financial Outlay:** **₹ 2354 Cr.**
  1. Desi cow farms with organic dairy
  2. Animal Husbandry Custom Hiring Centers
  3. Veterinary Cold chain infrastructure
  4. Animal Ambulances

### Dept of Horticulture
- **Financial Outlay:** **₹ 183 Cr.**
  1. Collection / Grading/ Sorting Centers
  2. Cold rooms
RBKs – ISO Certification

Certificate of Registration

This is to certify that compliance of Quality Management System of

RYTHU BHAROSA KENDRAM KOTHAPATNAM-2
Department of Agriculture, Kothapatnam-2 Village Secretariat, Kothapatnam (Mandal), Prakasam (Dist), Andhra Pradesh, India

Has been assessed and approved to the requirements of

ISO 9001 : 2015

The scope of activities:

Supply of Processed Quality Inputs, Capacity Building & Knowledge Dissemination, Farmers Advisories, Procurement Operations and Delivery of Welfare Services to the Farmers

Certificate No. : RO91/IA/2766
JAS-ANZ Accreditation No. : M4430310IC

Issue Date : 29/01/2022
Valid Date : 28/01/2023

Head of Certification

Certification is valid (29/01/2022) subject to the successful completion of surveillance audits on 28/01/2023 and 28/01/2024.
Upon successful completion of surveillance audits, a re-certification with extended validity will be issued.
The validity of this Certificate can be verified from www.jas-anz.org/sga
The Registration does not ensure the quality of goods under the firm’s production/services

Quest Certification (P) Ltd
Flat No. 28, 2nd Main Road, Indira Nagar, 5th Cross, Bangalore, Karnataka - 560 001, India
Accredited by: Australian Accreditation System of Australia and New Zealand (www.jas-anz.org / register)
THANK YOU!