

Profile of the Beneficiary Farmers of Rythu Bharosa Kendras (RBKs)

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ABSTRACT

Andhra Pradesh is being an agrarian state. Government of Andhra Pradesh focusing more for the welfare of the farming community by providing hassle free services at village level. Government established 10,641 Rythu Bharosa Kendras (RBKs) on 30.05.2020 in all village Secretariats having sizable agriculture and allied activity with an aim to act as ONE STOP SHOP for supply of Pre tested certified quality Agri (Seeds, Fertilizers and Pesticides) and Allied sectors inputs (fodder, feed etc) and dissemination of the latest technology to the farming community. The present research study was conducted during 2021-22. Exploratory research design was followed for the study and a sample of 120 respondents was drawn. Profile of beneficiary farmers viz. age, education, farming experience, land holding, cropping pattern, annual income, extension contact, mass media utilization trainings undergone. The detailed analysis of the study revealed that majority of the farmers were middle aged, educated upto primary school, had 11-20 years of farming experience, belonged to marginal land holding, followed paddy+ paddy cropping, medium level of annual income, medium extension contact, medium mass media utilization and received 1 to 2 trainings.

Keywords: *Farmers and Rythu Bharosa Kendras (RBKs).*