



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

A Visionary Direction



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

The RBKs

- 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



Objectives



Delivery of Certified Product at Right Price & Right Time



Right Advisory & Dr YSR Polambadi



Channelize Govt. Schemes

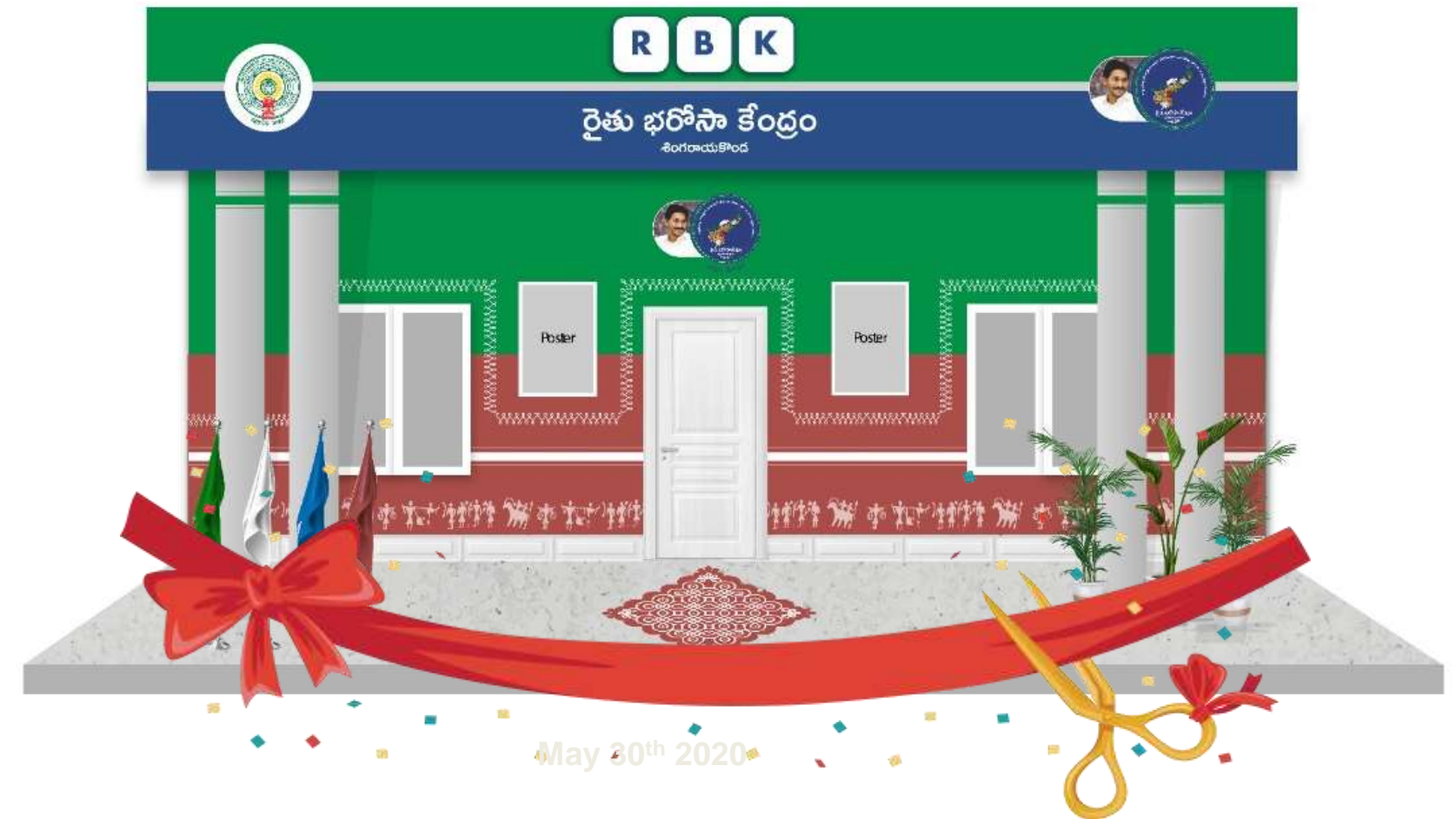


Increase Farm Productivity & Farm Income

THE VISION BECOMES A MISSION

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:

10778



Hon'ble CM Inaugurated RBKs on 30th May 2020

MAY 2020



Four Pillars of RBK

Delivery of Services

01



Capacity Building & Knowledge Dissemination

03



02



Supply of Quality Inputs



Procurement operations

04



Seed
to
Sale

Not just buildings & machines

Backed by ~21K Strong HR

DESIGNATION	SANCTIONED
Village Agriculture Assistant (VAA)	6758
Village Horticulture Assistant (VHA)	4000
Village Sericulture Assistant (VSA)	400
Village Animal Husbandry Assistant (VAHA)	9844
Village Fisheries Assistant (VFA)	794

Additional Manpower	
Banking Correspondents	9277
Procurement Staff (During Season)	11033



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

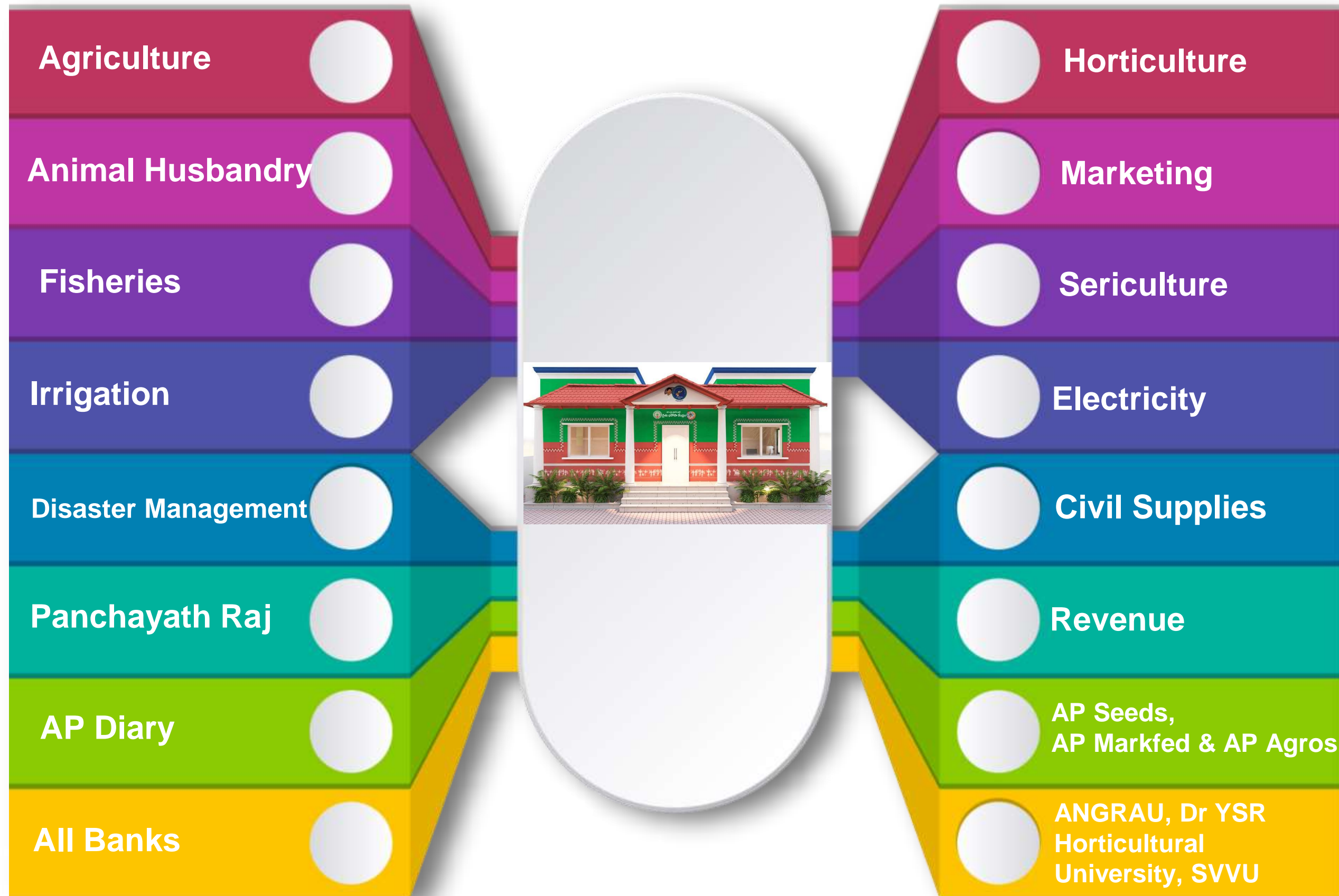


Continuous evaluation taken up by the individual departments



Biometric attendance @ RBK in digital kiosks / YSRAPP - Geofence

RBKs – Stakeholders ; Knowledge Partners



Knowledge Partners



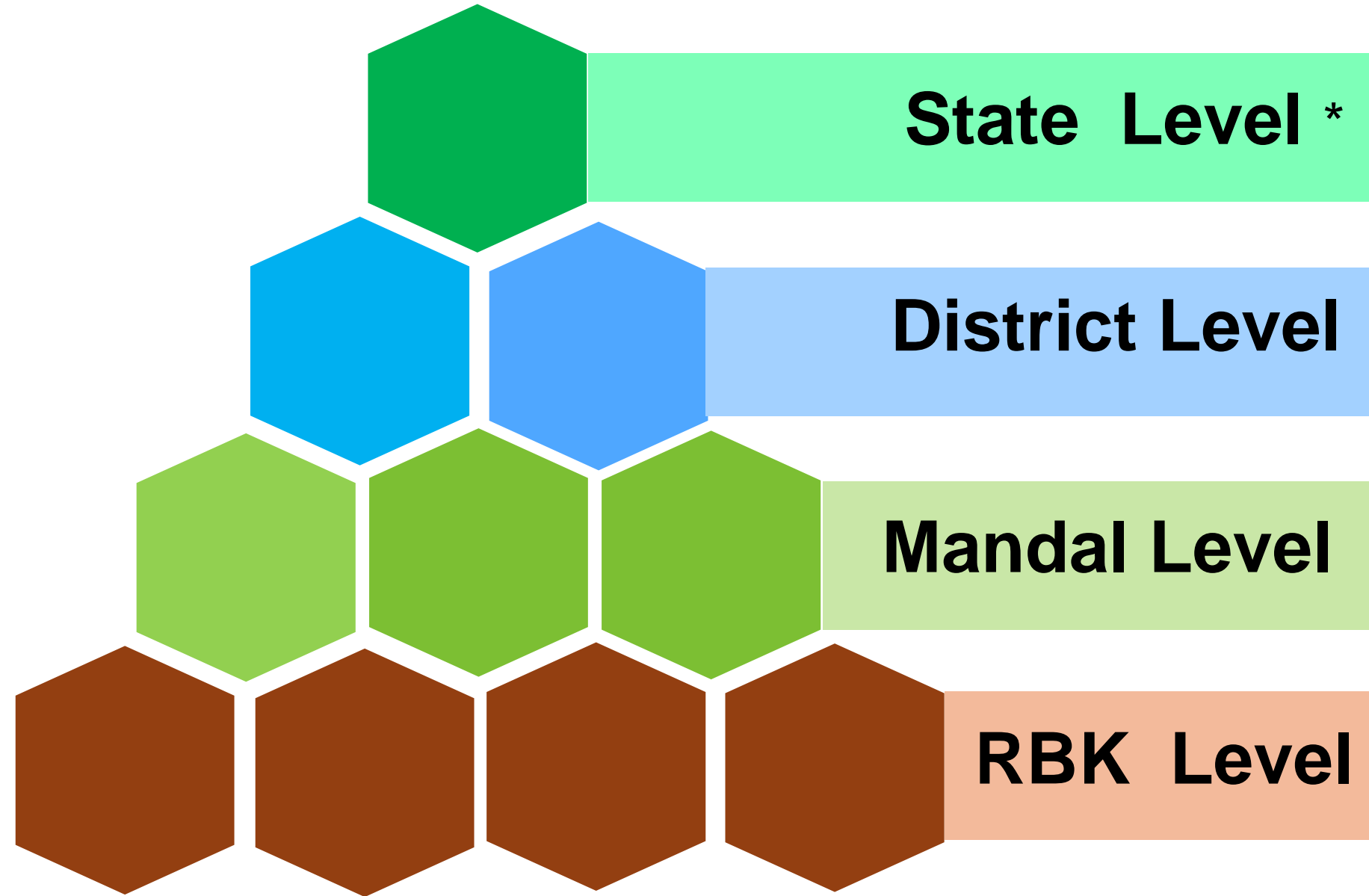
रा व स्वा प्र सं
NIPHM



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 Dairy Research Institute, NDRI, Karnal, Haryana
State Management Institute of Livestock Enterprise (SMILE), Vizag	Indian Veterinary Research Institute (IVRI), Izatnagar, UP

Agri Advisory Boards (AAB)

“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**



District Level AAB Meeting



Mandal Level AAB Meeting

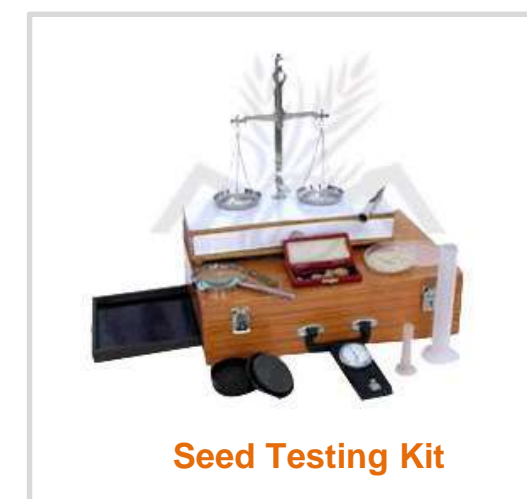


RBK Level AAB Meeting

Infrastructure for RBKs

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

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



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**



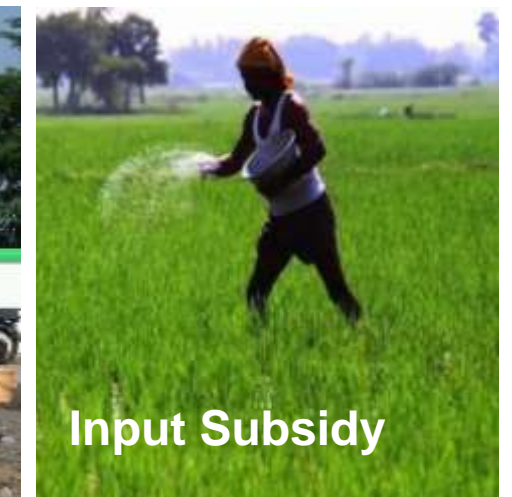
Outreach of RBKs

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

Digital Kiosk in RBK

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



Digital Kiosk in RBK - Weather & Market Information

- 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**

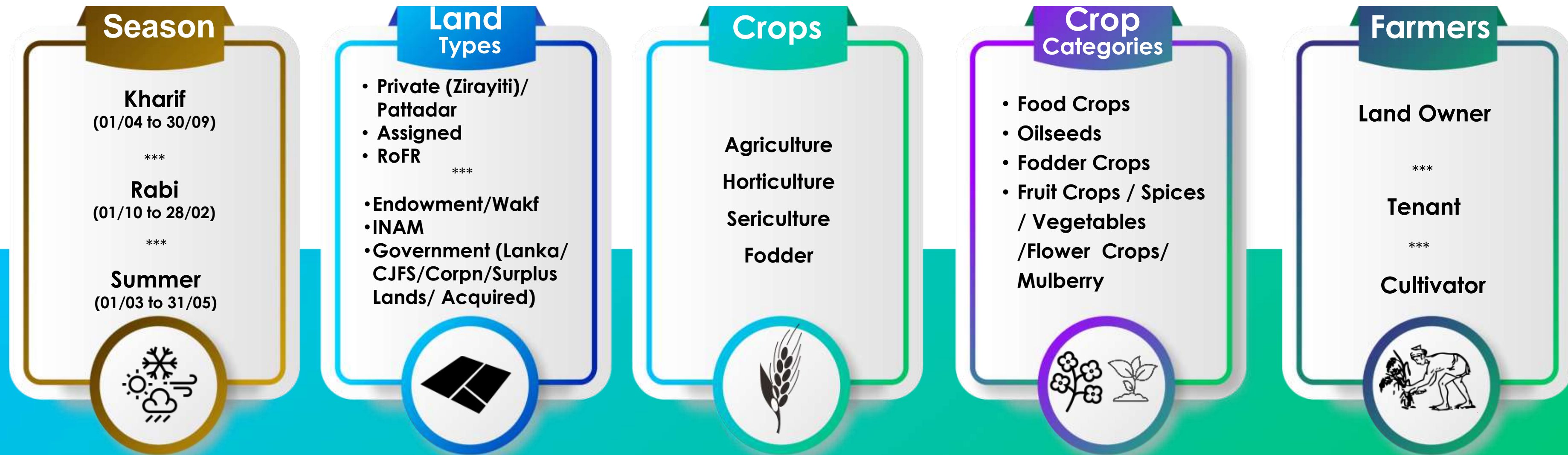
✓ **Testing Labs information**



Weather information through Kiosk

e-Crop Booking App

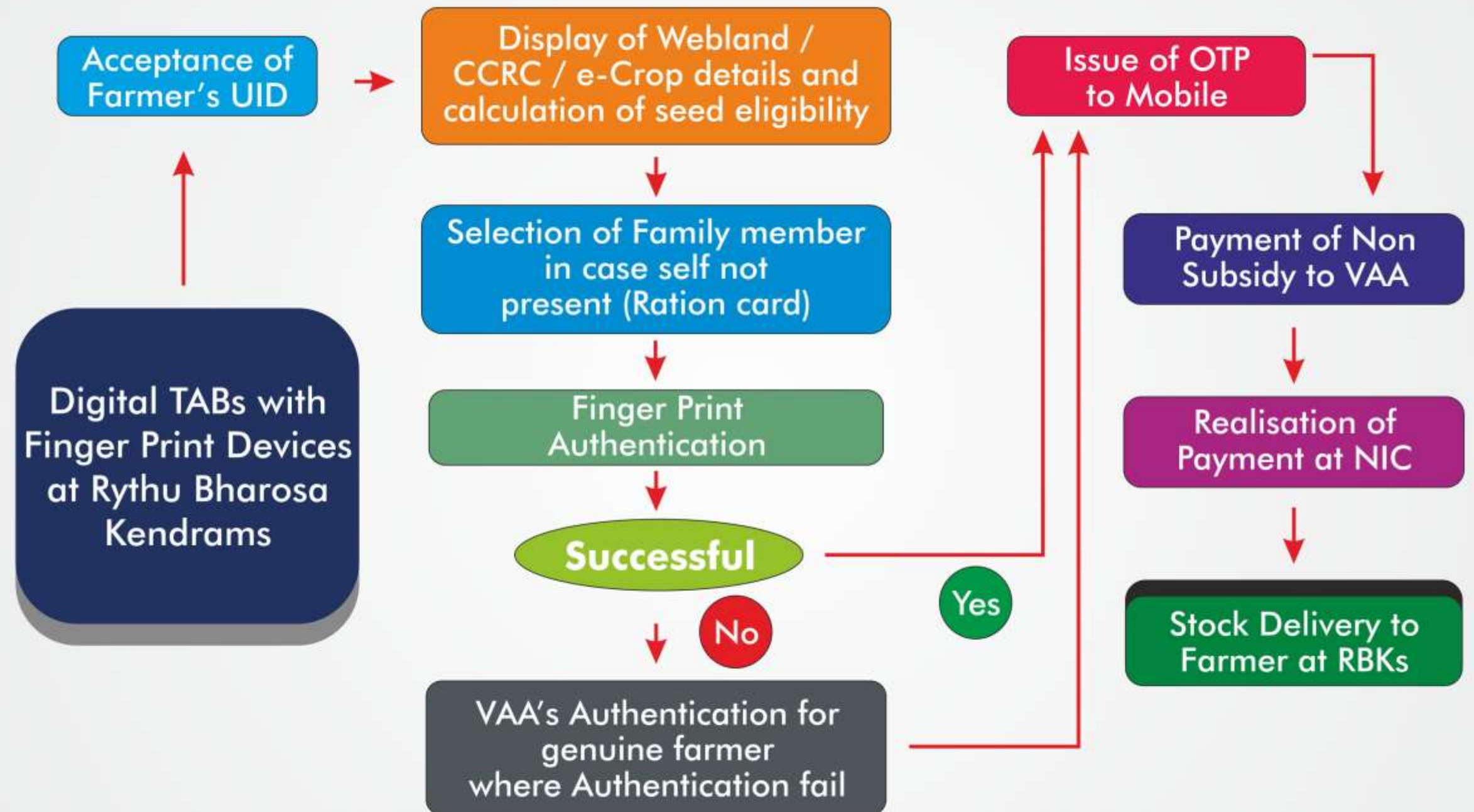
- ✓ Provision for booking of all crops i.e., Agriculture, Horticulture, Sericulture and Fodder crops.
- ✓ Capturing the information of actual cultivator whether land owner or tenant.
- ✓ **Single Source of Truth for All Agriculture Schemes**



- 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

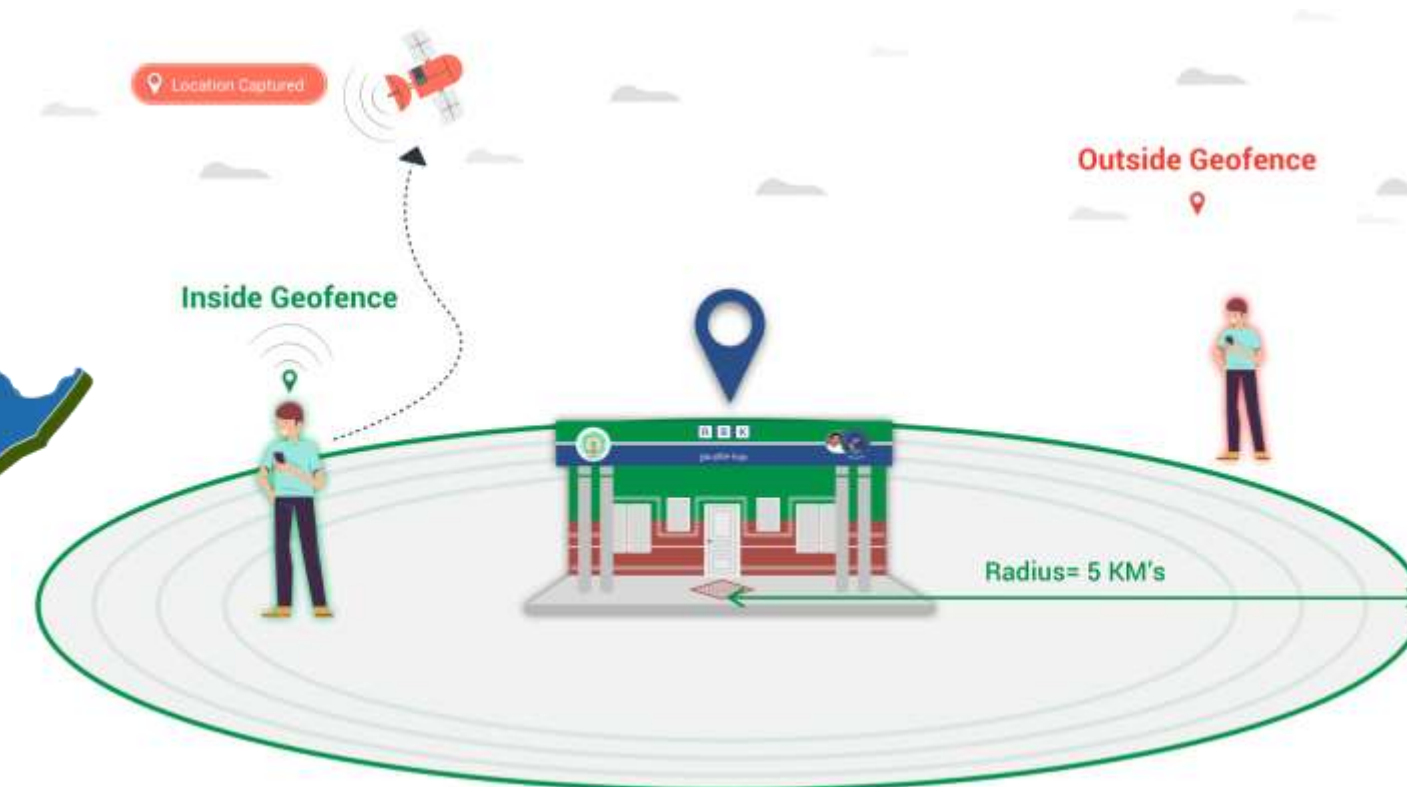


D-Krishi :- Aadhaar Enabled Seed Distribution System



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 – Yield **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

RBK Registration	RBK assets tracker	Activity tracker	Feedback from Field
Visit to RBKs	Attendance	AAB module	Real Time Dashboard
Performance	Notifications	MAO Module	ADA Module

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.



Processing and submission of applications to banks.



Disbursal of small value credit and collection of small value deposit as per bank limit and norms.



Collection and preliminary processing of KCC applications and KCC renewal forms etc.



Creating awareness among farmers on financial literacy and SVPR scheme benefits.



Educating on digital transactions like mobile banking, net banking and phone pay etc



Post-sanction monitoring and Follow-up for loan recovery



ATMs established at few RBKs



ATM at RBK, Pallatla, WG Dist

Custom Hiring Centers

Agri Tools Hiring through CHCs



9/4/21
12:44 PM

RBKs : Social audit

YSR RB-PM Kisan beneficiaries

e-Crop details

Natural calamity enumeration list

Crop Insurance details

- Social Audit is an 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
- Tom-Tom in Village & Press note
- Extending benefits of Government to Right beneficiaries only



RBK REGULAPADU 12:13



Talavaram rbk sir



Neelanagaram 07:02



Nadukuru RBK sir 11:28



E crop Data YSR RB LISTS



Lists displayed at koncha R



12:51



2. Supply of Quality Inputs

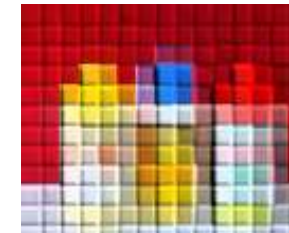
- The RBKs make available **quality Agri inputs**, animal feed and fish feed etc to farmers at right price, right time at village level
- The RBKs **reduce duplicate and spurious** products sale in market by only allowing sale of tested and certified products through RBKs
- All products are pretested 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.



Seeds



Fertiliser



Agrochemicals

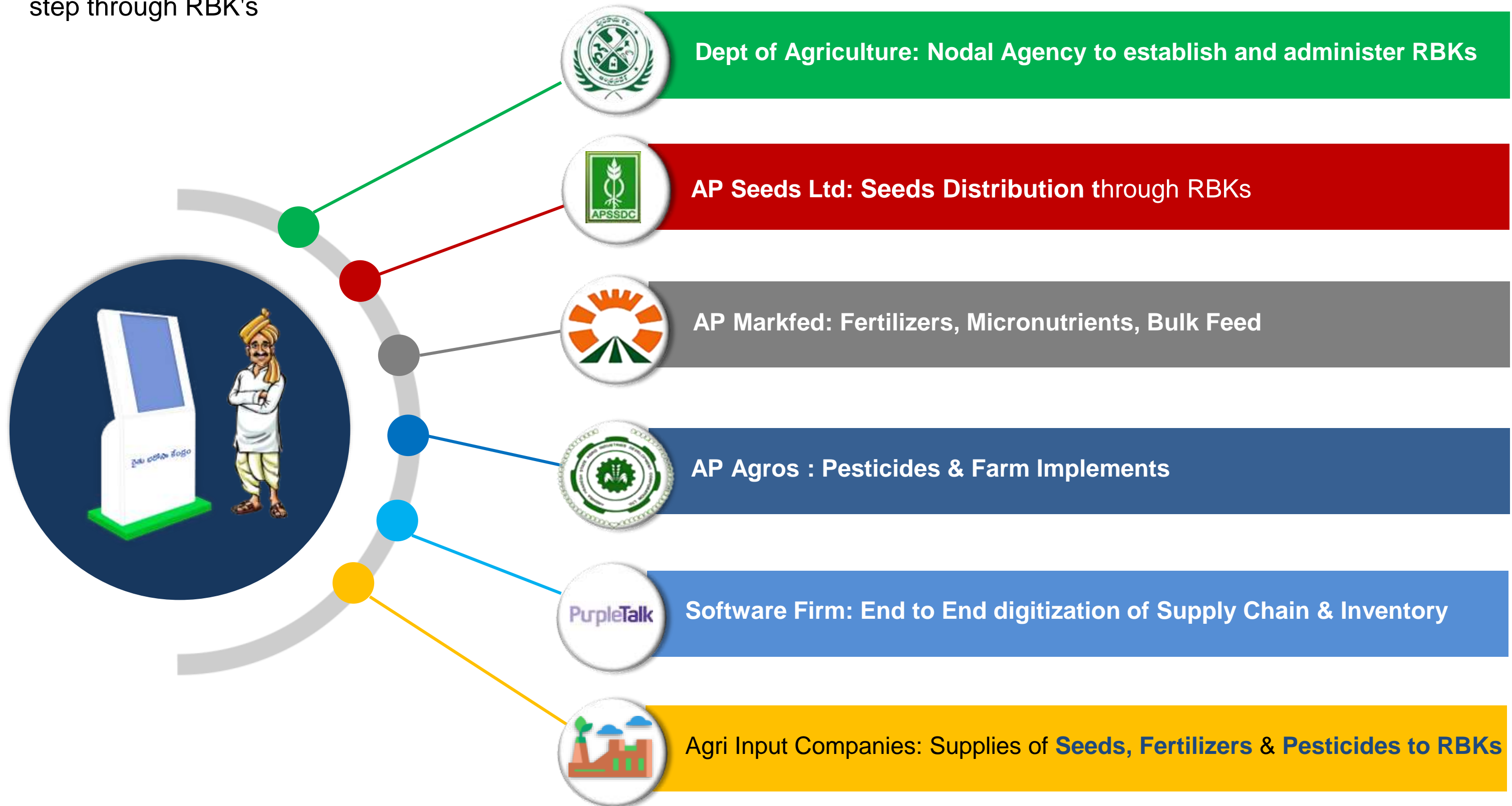


Animal Feed & supplements



Quality Agri Inputs through RBKs : Stakeholders

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



- MoUs entered with
- ✓ 29 Seed Companies
- ✓ 19 Fertilizer Manufacturers
- ✓ 52 Pesticides Mfg & Marketers

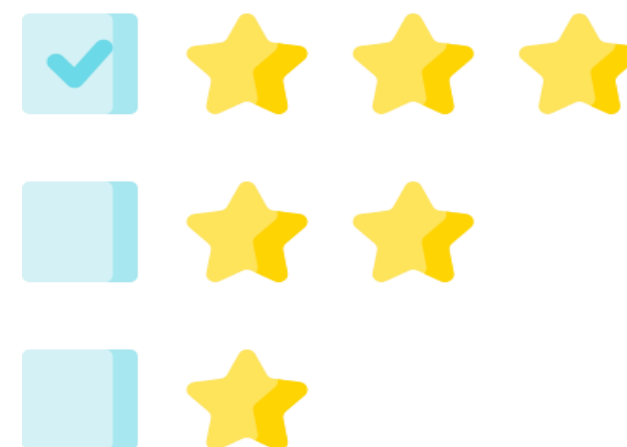
Network of Testing Labs



Integrated Agri Labs (District) **13**



Integrated Agri Labs (Constituency) **147**



Veterinary Labs (Constituency) 154

Veterinary Labs (District) 10

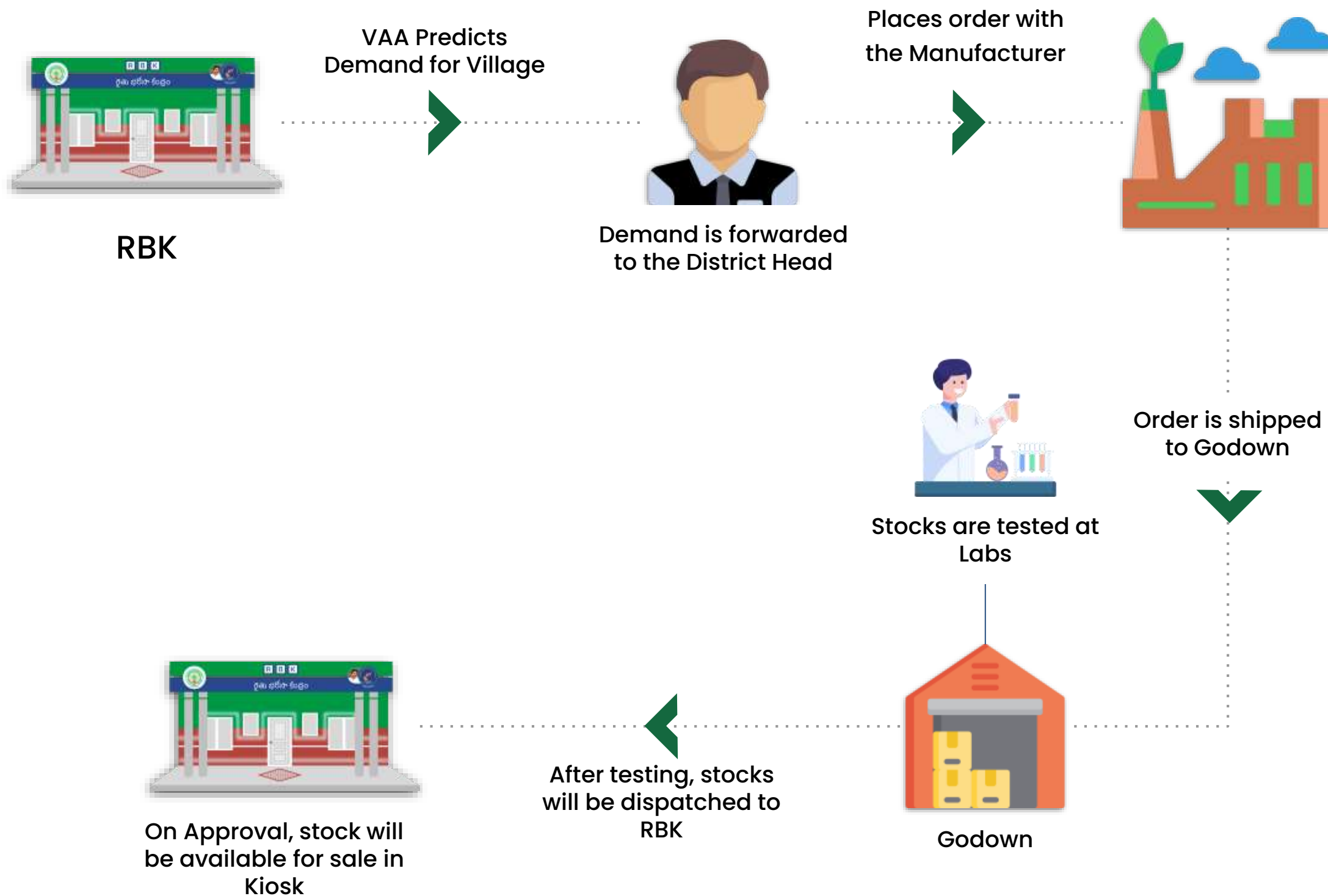
Veterinary Labs (Regional Labs) 4

Veterinary Lab (State) 1

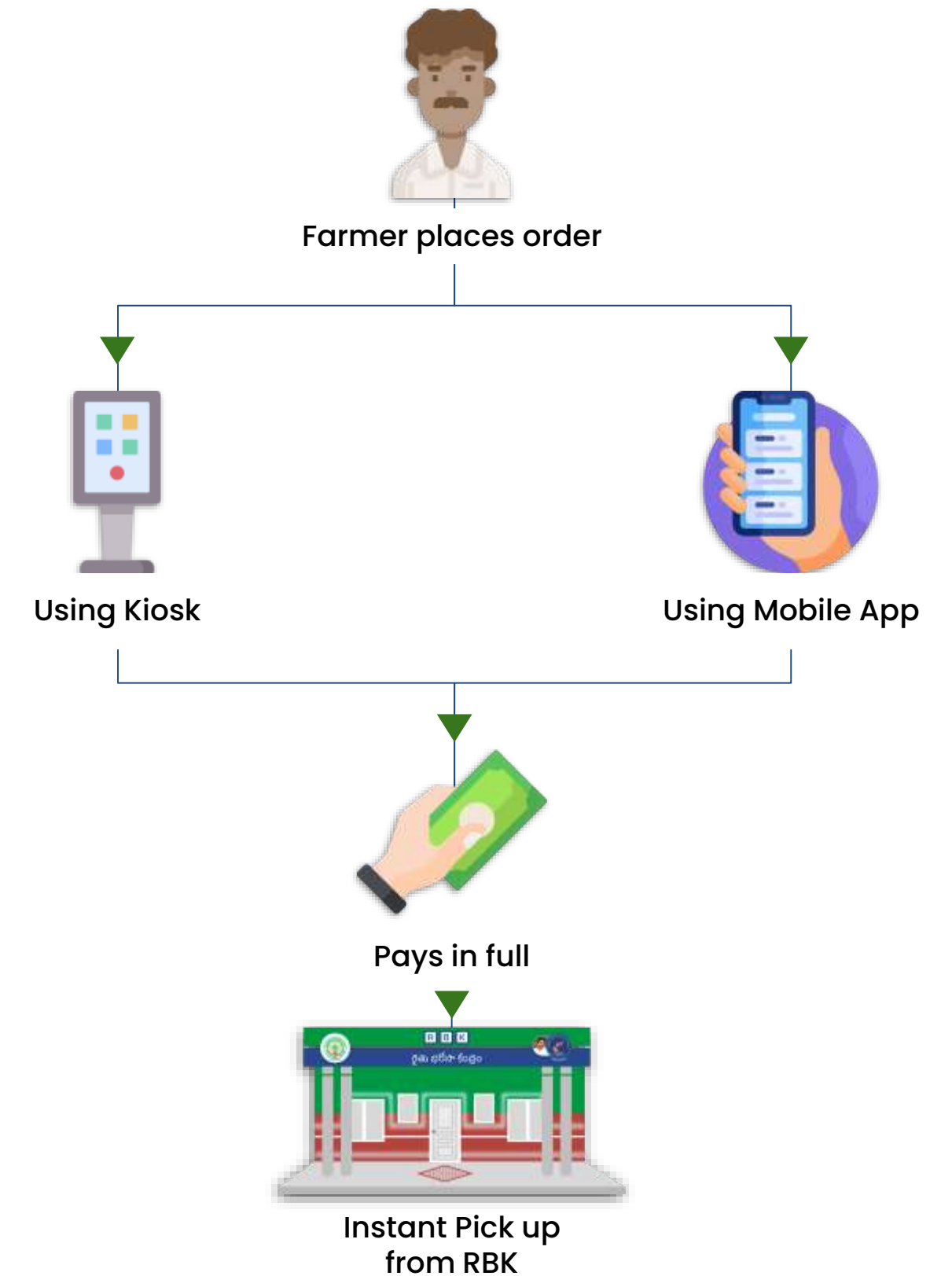
Aqua Labs 35

RBK Agri Inputs – Process Flow

Preposition



Order Fulfillment



InSight – Quality Control App

- 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



InSight
Quality Control App

3. Capacity Building & Knowledge Dissemination

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

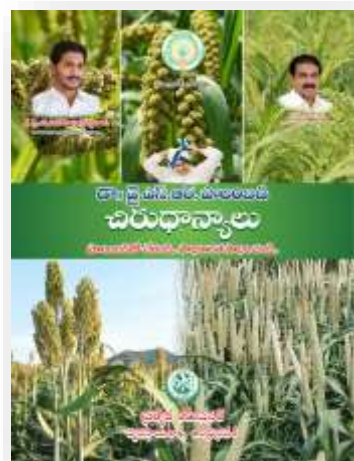
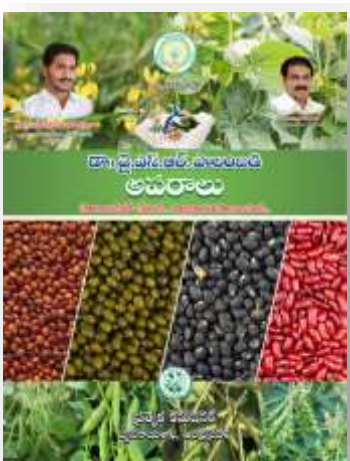


Rodent Control Campaign & Demo



CCRC campaign

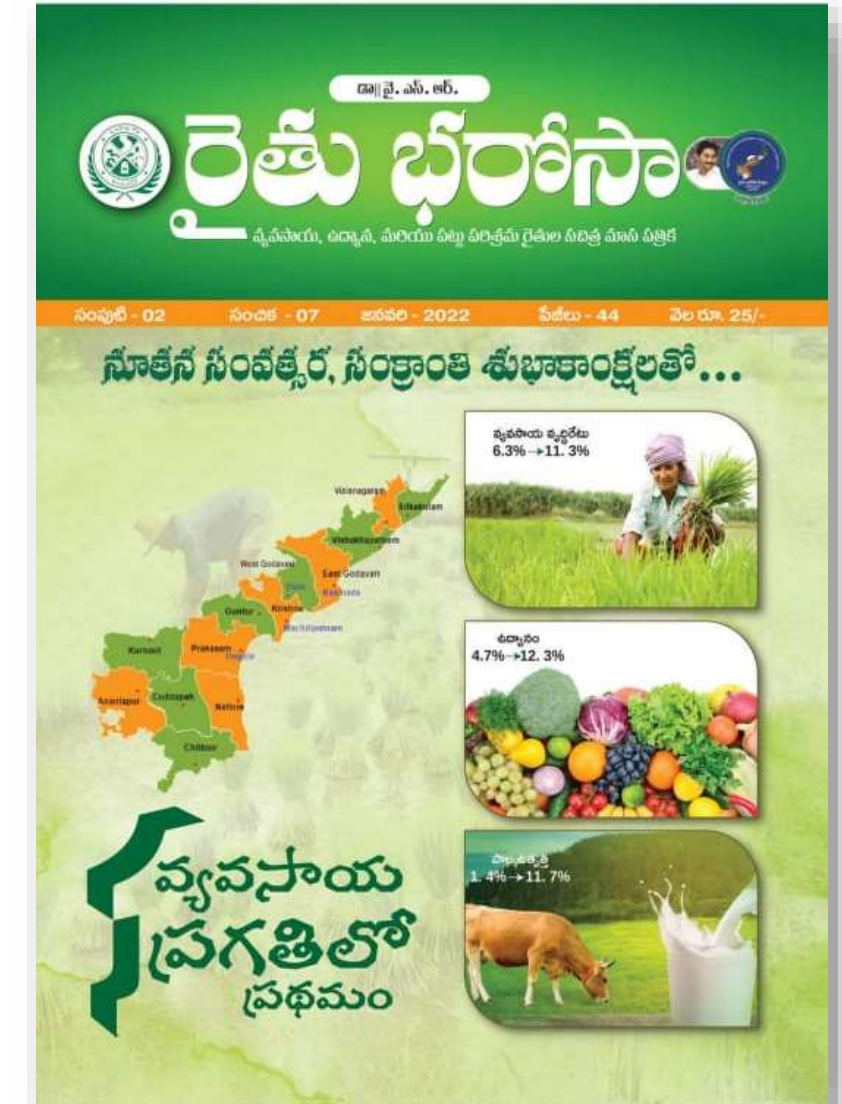
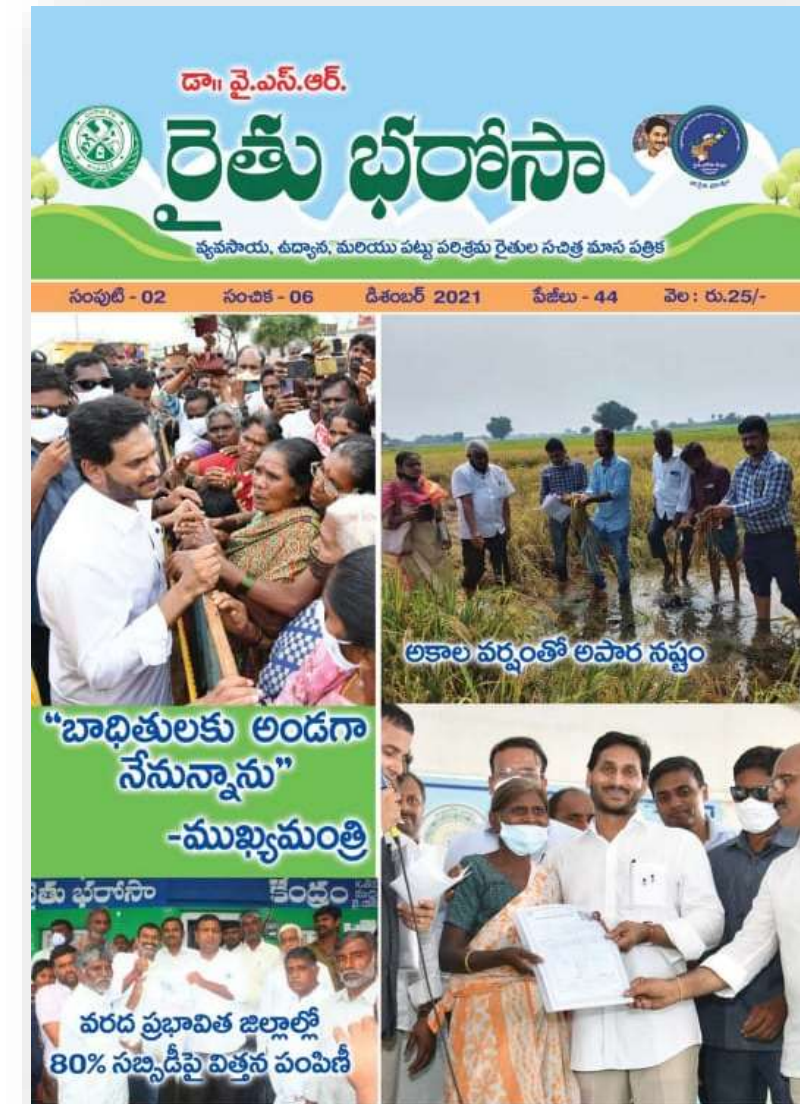
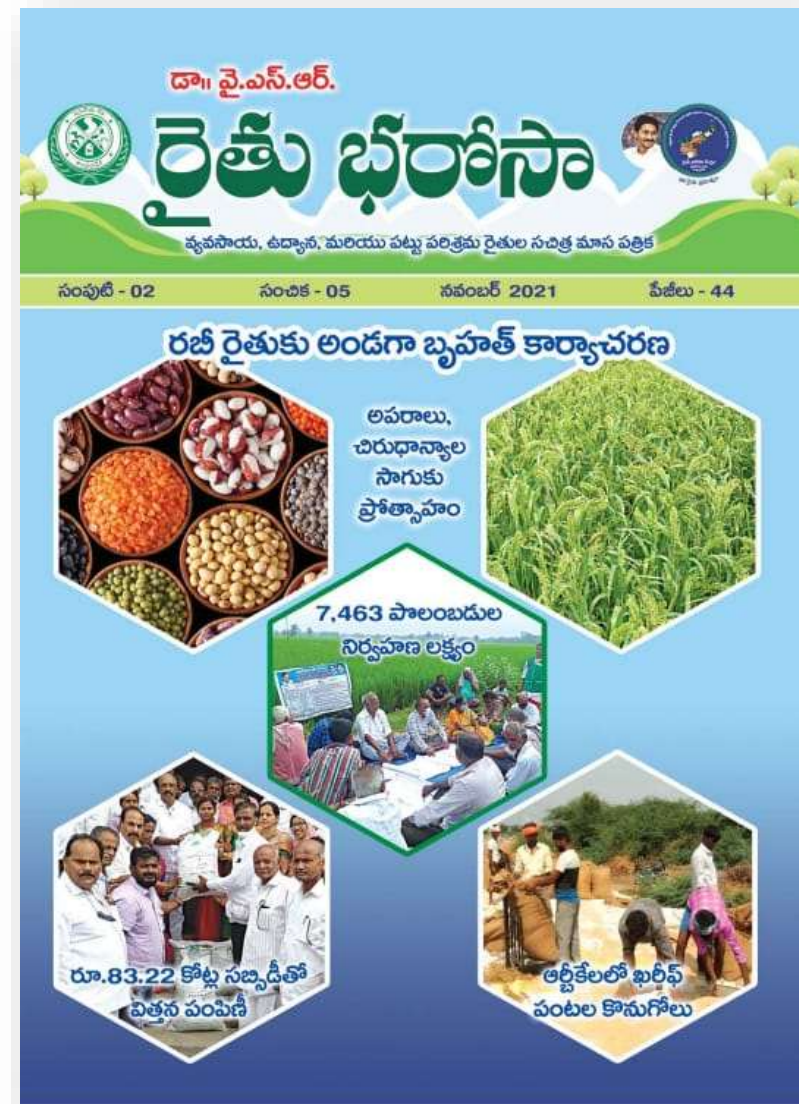
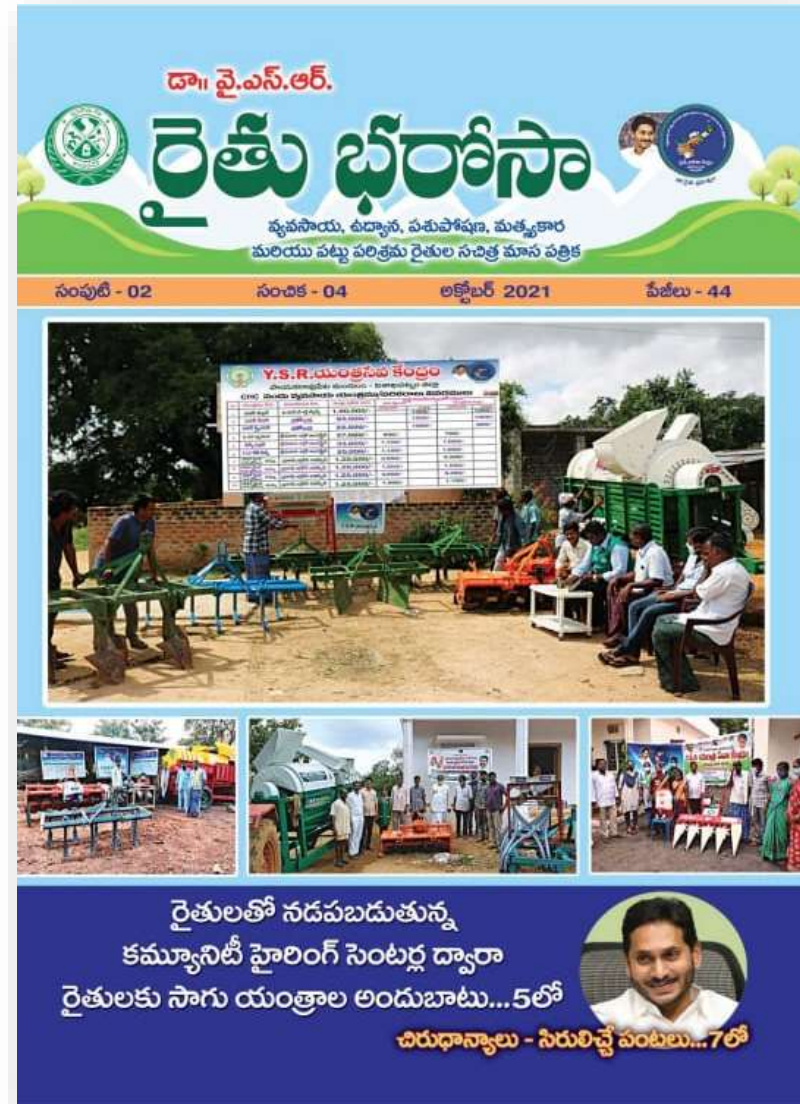
Crop Specific Booklets



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

విషాదను మేరకు ఎరువులను వాడండి

నాణ్యమైన అధిక దిగుబడులు పొందండి

విజ్ఞాన ఎరువును అనువైన మోతాదు లోనే వాడండి - అధికంగా వాడొద్దు

పొందండి!

- రీసేదించు అధిక ఉత్పాదన
- వ్యాధి నిరోధకత
- దిగుబడులు తగ్గుతాయి

చాచింపు ఎరువును దుక్కిలో మోతాదు ఉపయోగించండి - పైతాచింపు వేరుచేయండి

పొందండి!

- వేరొక పంటకి పోటీలు పెట్టకుండా అంపు
- బంతు లోపం నివారించండి
- దుక్కిలో వేరుచేయ వల్ల వచ్చే బహుదారులు పెరచుకునే లోప నివారించే పరిష్కారం
- దుక్కిలో ఉపయోగించే పంటలకు అనువైన మోతాదు

పాతాచింపు ఎరువును శుభ్రమంగా వాడండి

పాతాచింపు ఎరువును వేరుచేసి వేరు వేరుగా వేయండి. యొక్క లోప స్థాయి 155251 కు అనేక వేరుచేయ రేపా మే ద్వారా లోప నివారణ చేయండి. దీనిని పరిష్కరించండి.

వెలుగు నాణ్యత

వెలుగు నాణ్యతను అధికం చేయండి

వెలుగు నాణ్యతను అధికం చేయండి - అధికంగా వాడొద్దు

పొందండి!

- వెలుగు నాణ్యతను అధికం చేయండి
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మీకు తెలుసా...?

డి.ఎ.పి. ఎరువుతో పోషకాంశాలు ఎరువులలో పంతుకు పోషకాల లభ్యత ఎక్కువ

పంట పరిరక్షణకు రోజులో రోజులో లాభ్యంగా ఉన్న పోషకాలను, పాతాచింపు పోషకాలను అనువైన మోతాదు లోనే వాడండి - అధికంగా వాడొద్దు

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విత్తన శుద్ధి

విత్తన శుద్ధి చేసే వివిధ పద్ధతులు

విత్తన శుద్ధి చేసే వివిధ పద్ధతులు

పొందండి!

- విత్తన శుద్ధి చేసే వివిధ పద్ధతులు
- విత్తన శుద్ధి చేసే వివిధ పద్ధతులు
- విత్తన శుద్ధి చేసే వివిధ పద్ధతులు

విత్తన శుద్ధి

విత్తన శుద్ధి చేసే వివిధ పద్ధతులు

విత్తన శుద్ధి చేసే వివిధ పద్ధతులు

పొందండి!

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విత్తన శుద్ధి

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పొందండి!

- విత్తన శుద్ధి చేసే వివిధ పద్ధతులు
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వాణాపరణలో మార్పుల ప్రభావం

దిగుబడులను అధికం చేయండి

వాణాపరణలో మార్పుల ప్రభావం

పొందండి!

- వాణాపరణలో మార్పుల ప్రభావం
- వాణాపరణలో మార్పుల ప్రభావం
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పొందండి!

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- మట్టి బాగుంటే మేరకు బాగుంటాము

రీసేదించు ఎరువు

రీసేదించు ఎరువు

రీసేదించు ఎరువు

పొందండి!

- రీసేదించు ఎరువు
- రీసేదించు ఎరువు
- రీసేదించు ఎరువు

పంటను కాపాడాలంటే

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- పంటను కాపాడాలంటే

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

RBKs : Method Demonstrations



Polambadi Training



Method Demonstration



Method Demonstration



Polambadi Training



Polambadi Training



Demonstration

Method Demonstration – Items / Equipment



Drum Stirrer



Pulveriser



Gas Stove
Pressure Cooker



Drums



Ribbon Blender

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



Mini Soil Testing Lab



Soil Testing Kit



Trevis

Farmer Field School (Dr.YSR Polambadi)

Field School	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<p>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.</p>



Farmer Field School (Dr.YSR Polambadi)- Implementation of GAPs & Organic Farming

Good Agriculture Practices (GAP):

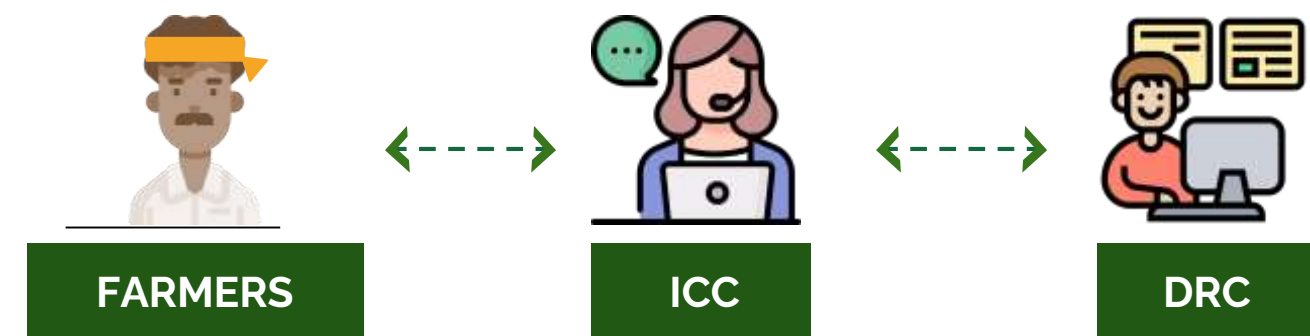
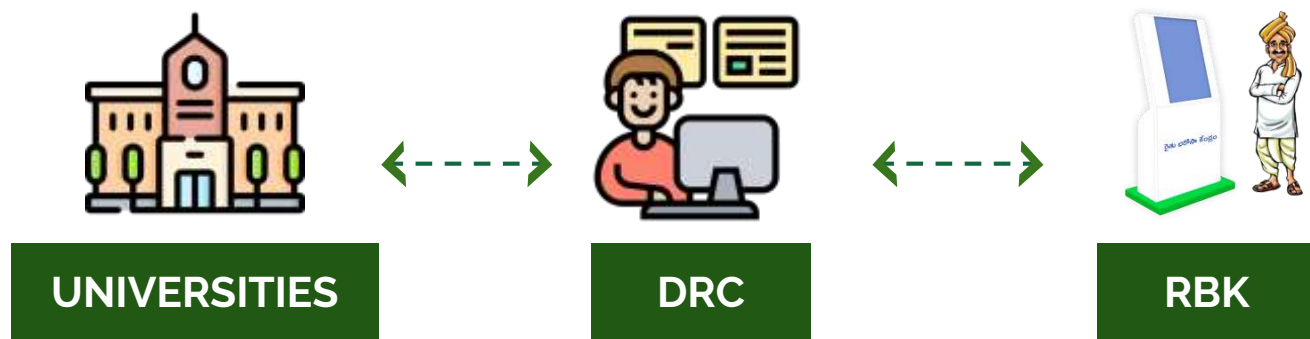
- **1st phase:** Conducting FFS for 3 consecutive seasons- 1st phase completed
- **2nd phase:** Implementing GAPs concept for 3 seasons and issuance of **GAP certificate to farmers** by A.P. State Organic Products Certification Authority (**APSOPCA**) (starting from Rabi, 2022)
- **FAO-ICAR-TCP:** Imparting 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.

RBKs-District Resource Centers for Empowerment of Farmers



- 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.

- 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

RBKs : Plant Diagnostic Visits by DRCs



3487
Diagnostic Visits



Trainings	Number	No. of Farmers Benefitted
2020-21		
Physical Trg	4399	130833
Virtual Trg	305	34250
Diagnostic Visits	1558	35492
2021-22		
Physical Trg	2629	72433
Virtual Trg	644	56048
Diagnostic Visits	1437	27924
2022-23 (April, 2022 to till date)		
Physical Trg	1264	64328
Virtual Trg	331	48328
Diagnostic Visits	492	8214

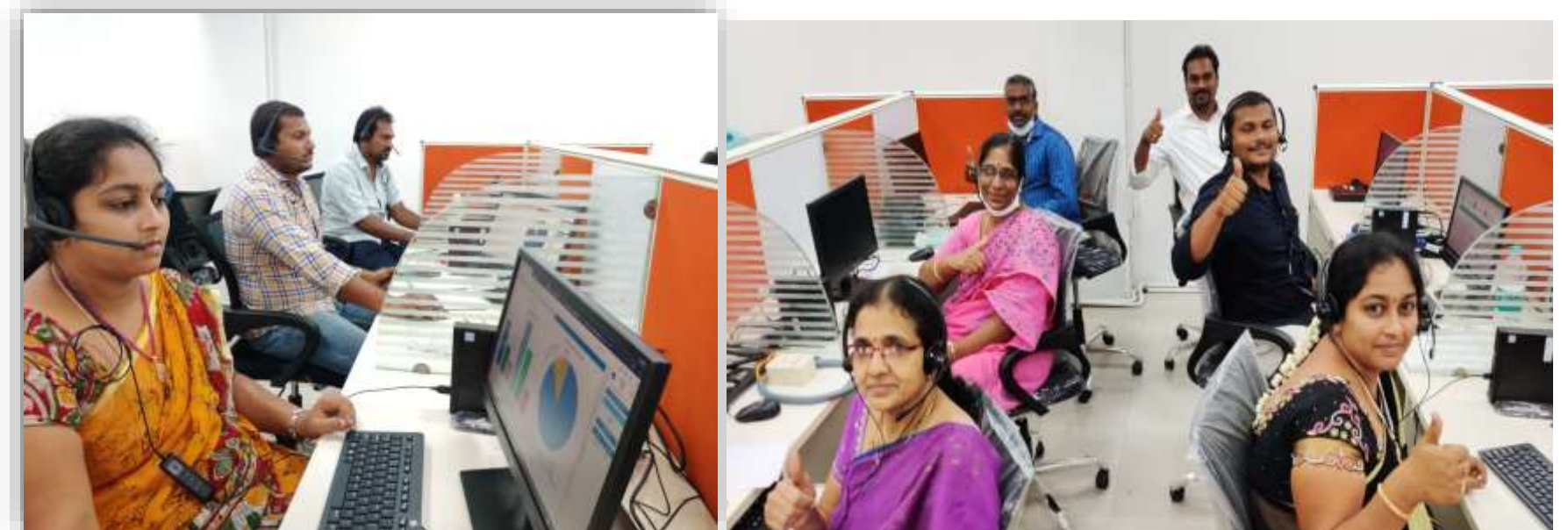
Digital Platforms: Integrated Call Center

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



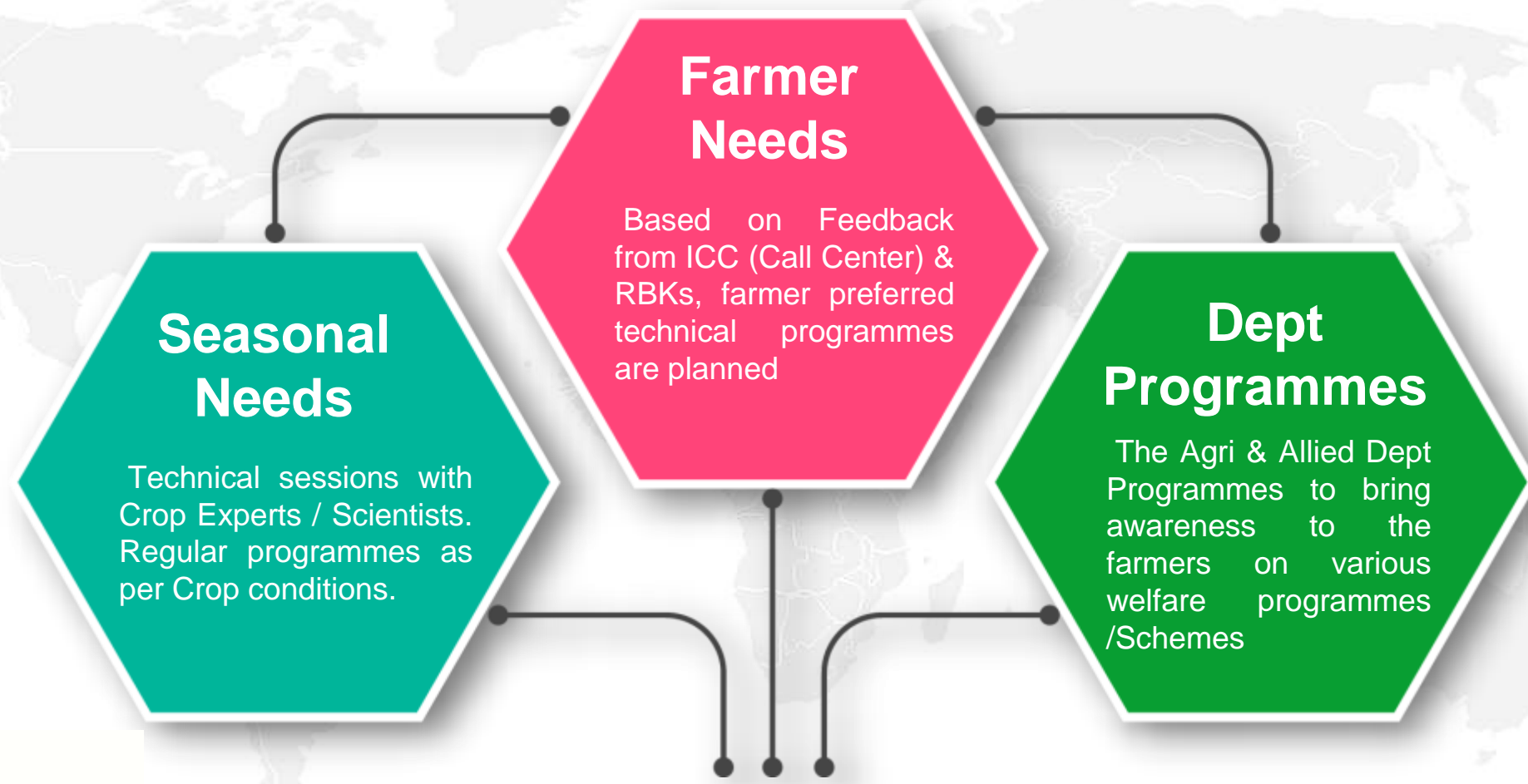
Digital Platforms: RBK Channel



RBK Channel ✓
192K subscribers

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.



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

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

RBK Channel



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

Year	Crops	No of Beneficiaries	Qty Procured (In Lakh MT)	Value (Rs)
2020-21	Paddy, Cotton, Maize, Jowar, Bajra, Bengalgram, Groundnut, Redgram, Ragi, Korra	9.68 Lakhs 	90.96 	17,778 Cr 
2021-22	Paddy, Maize, Jowar, Bajra, Bengalgram, Groundnut, Redgram, Ragi, Greengram, Blackgram, Turmeric finger, Turmeric Bulb	8.50 Lakhs	68.23	13,542 Cr



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 HEALTH CARE



DISEASE SURVEILLANCE















BREEDING AND FEEDING MANAGEMENT

- ❖ 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

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.

Work Done at RBKs - Today			Work Done at RBKs - Cumulative		
 5768 Attendance of AH Staff at RBKs	 289 Officers Visit to RBKs	 10913 First Aid Cases Treated			 14119823 First Aid Cases Treated
 98700 Dewormings Done	 12967 Vaccinations Done	 858 Artificial Inseminations Done	 19420522 Dewormings Done	 16915509 Vaccinations Done	 1295114 Artificial Inseminations Done
 290 Specimens Collected	 333 Health Cards Distributed	 332 AI Calves Verified	 356896 Specimens Collected	 3230423 Health Cards Distributed	 837737 AI Calves Verified
 225 Acres of Fodder Promoted	 980 Pasu-Kissan Credit Card Applications Filed	 364 Farmers Motivated PasuVignana Badi	 1136489 Acres of Fodder Promoted	 385821 Pasu-Kissan Credit Card Applications Filed	 1310748 Farmers Motivated PasuVignana Badi

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

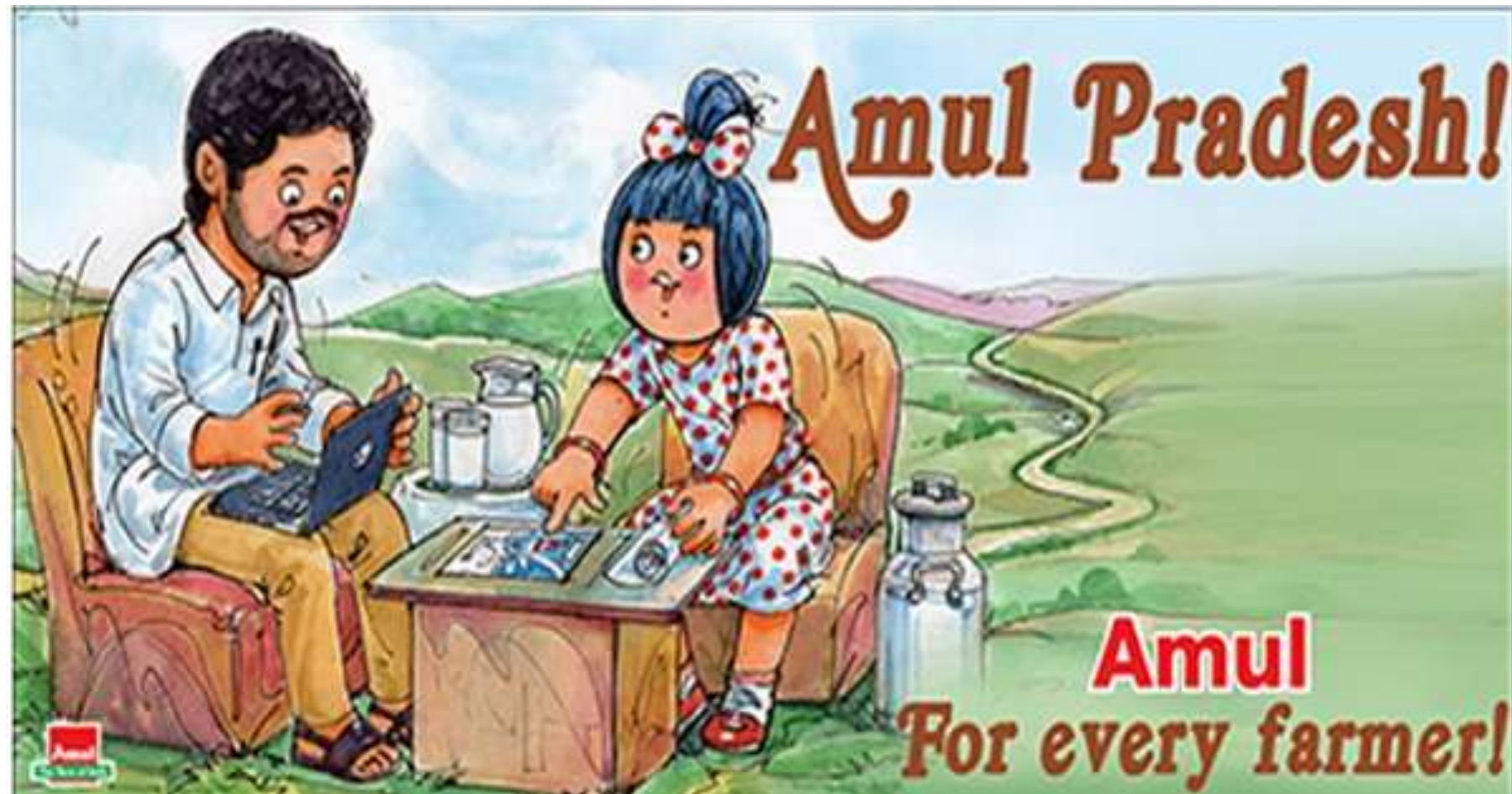
- ❖ Standard Operating Procedure (SOP) has been operationalized for fixed day visits to RBKs to render Veterinary care services by Doctors and also through Mobile Veterinary Ambulances



Amul- Milk Collection Centers

Milk Collection Centers

- Establishment in coterminous with RBKs
- MoU with Amul



Significance Fisheries Sector at RBK

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)

Fisheries services at RBKs

Delivery of Certified Product to Aqua farmer

Right Advisory & Dr YSR MSB

Channelizing of Govt schemes



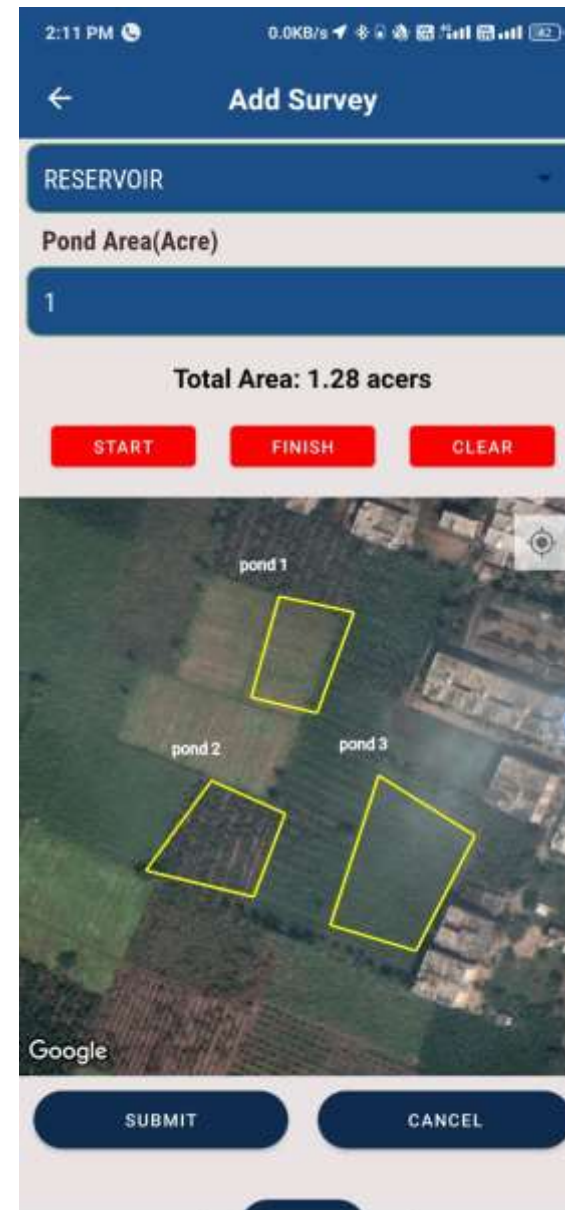
Resulting in Increase in farm Productivity through better access to inputs, advisory services and Govt. schemes

- 759 VFAs are recruited Out of sanctioned post s 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.

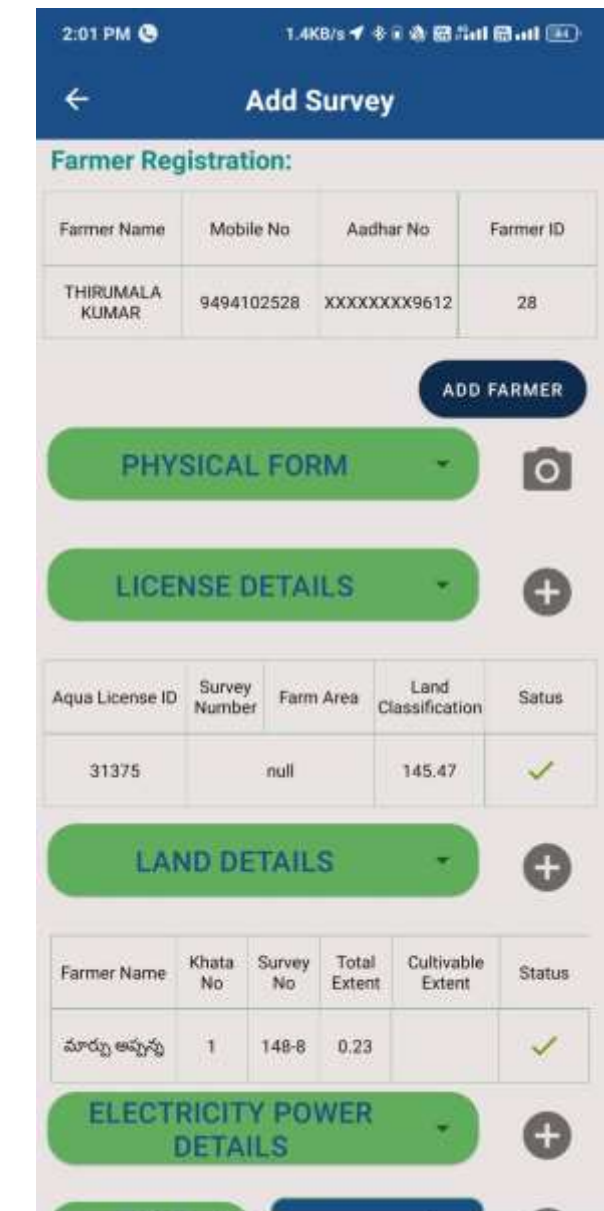
e- Fish Survey



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.



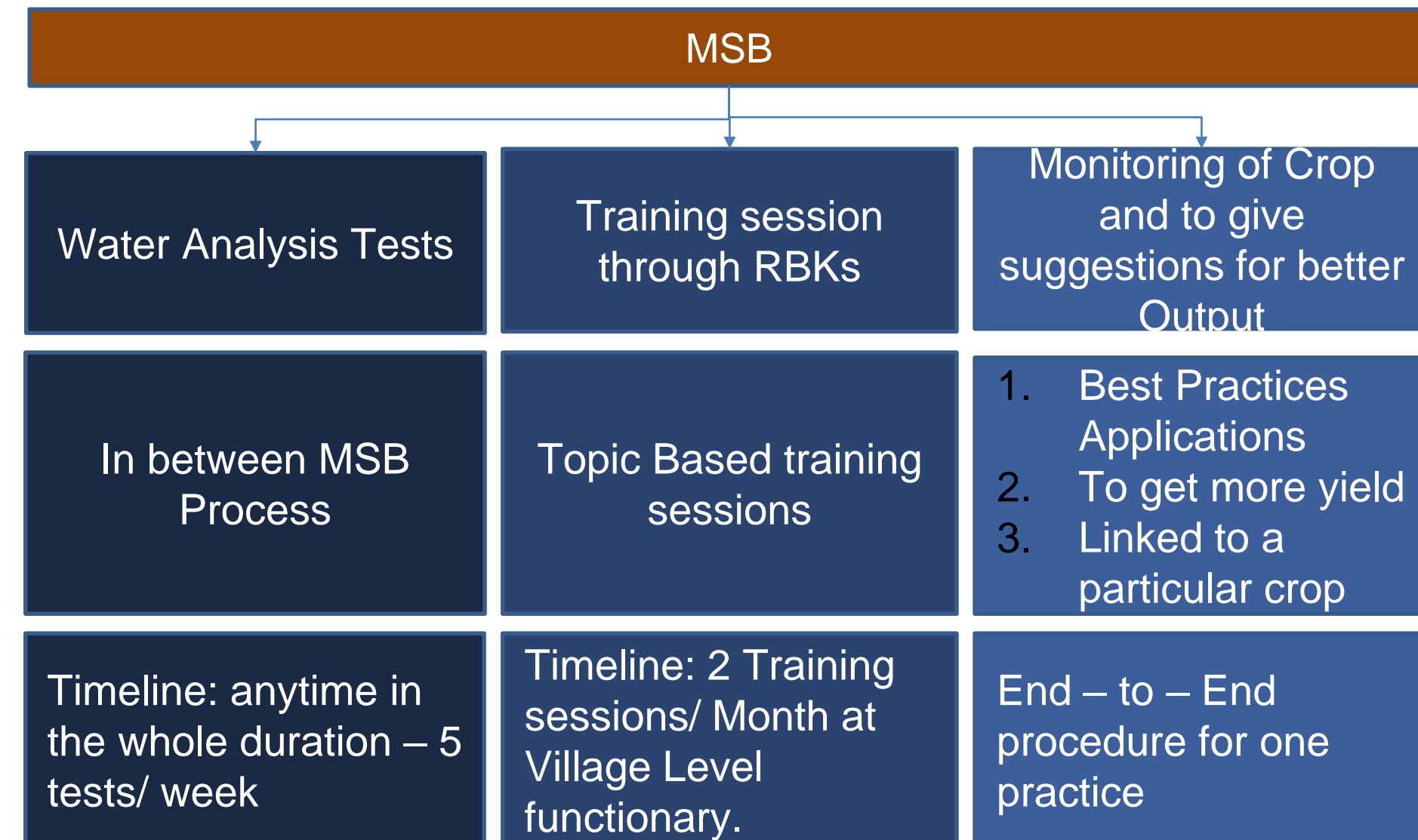
Capturing all the details of the farmer including Land Survey Nos, Extent, Species other details.

Matsya Sagu Badi (MSB)...

- **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/>)

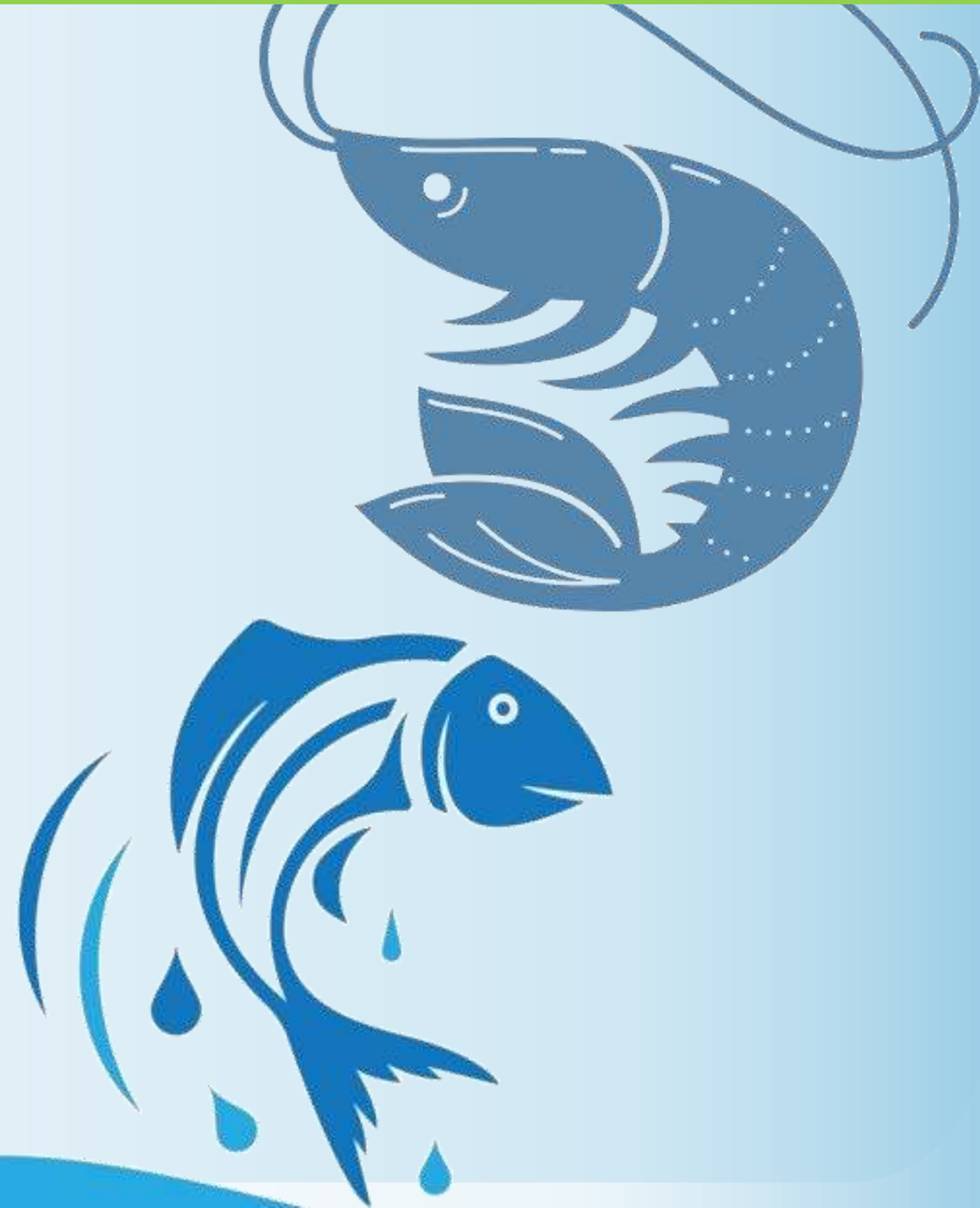
AP State Aquaculture Development Authority Act, 2020

- 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



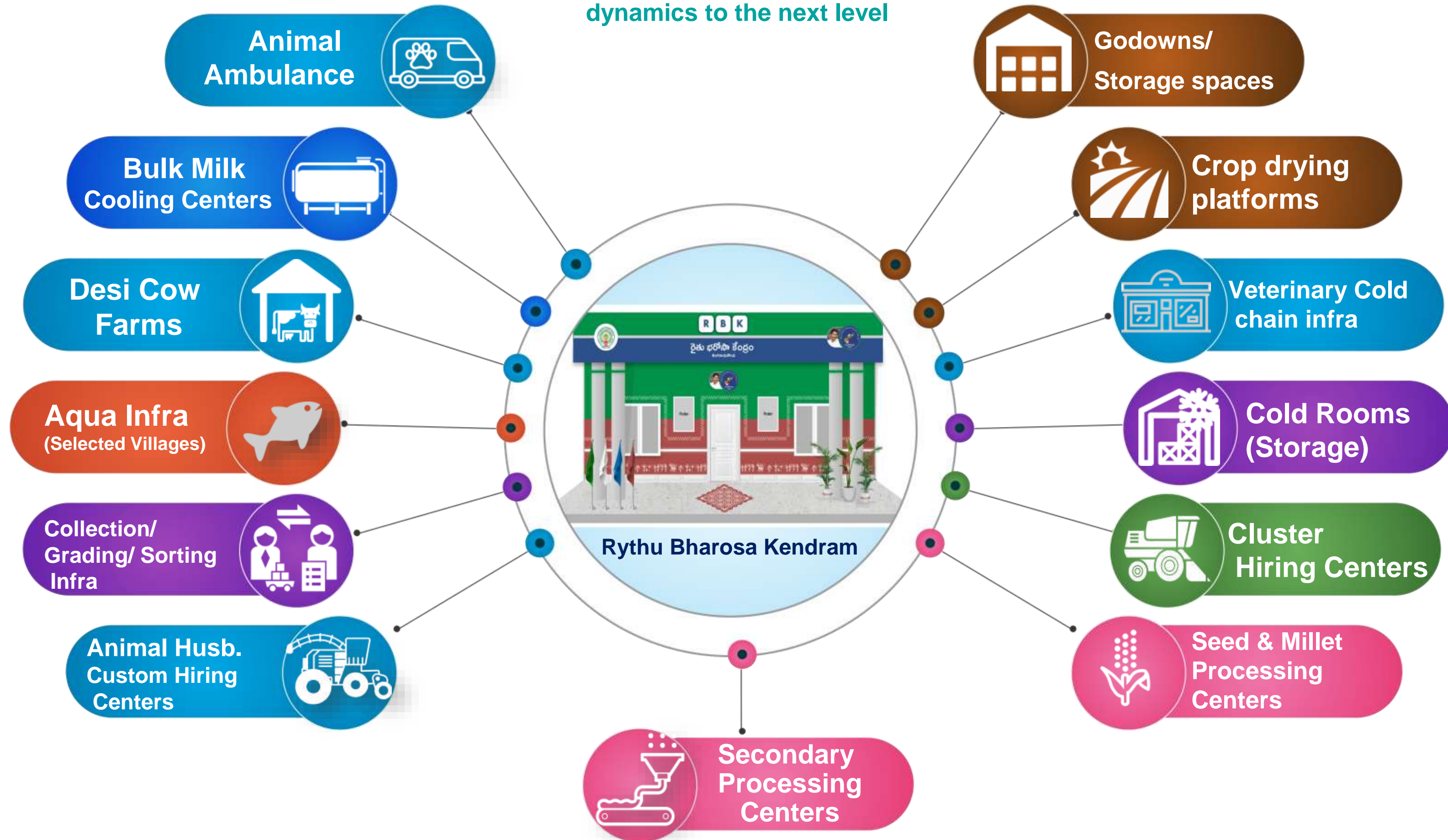
Impact of MSBs in Aquaculture Sector

- 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.



Strengthening of RBKs – Way Forward

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



MPFC Projects - under Implementation

Total Financial Outlay of MPFC projects is **Rs. 13065 Cr.**

Dept of Agril. Marketing

Financial Outlay

₹ 2706 Cr.

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.

1. Cluster Hiring Centers at RBK level, and
2. Cluster CHCs with Combined Harvesters in paddy growing districts.
3. Cluster Hiring Centers with Kisan Drones at RBK level

APDDCF

Financial Outlay

₹ 1909 Cr.

1. Automatic Milk Collection Units (AMC), and
2. Bulk Milk Cooling Units (BMC).

MPFC Projects - under Implementation

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

For the scope of activities :

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

Certificate No. : RQ91/JA/2795
JAS-ANZ Accreditation No : M4430310IC

Issue Date : 29.01.2022
Valid Date : 28.01.2023



JAS-ANZ



www.jas-anz.org/register



Quality Seal

For and on behalf of Quest Certification (P) Ltd

Head of Certification

Certification is valid till (28.01.2025), subject to the successful completion of surveillance audit on 28.01.2023 and 28.01.2024

Upon successful completion of surveillance audit, a new certificate with extended validity will be issued.

The Validity of this Certificate can be verified from www.questcertification.com

The Registration does not assure the quality of yields under the firm's production / services

Quest Certification (P) Ltd

Plot No. 29, 1st Main Road, Subari Nagar Ext, 3rd Cross Street, Magalvakkam, Chennai - 600 125, Tamilnadu, India.

Accredited by Joint Accreditation System of Australia and New Zealand (www.jas-anz.org/register)

ISO 9001 : 2015



**THANK
YOU!**