

Rythu Seva Kendralu (RSKs)

Agriculture sector plays predominant role in Andhra Pradesh not only to shore up State finance but also ensure food security for inhabitants since ages. Despite technology advances day by day, it is not ventured further to field level as a result farmers livelihood remained quiescent. Majority of the farmers eking out a living by cultivating their lands of forefathers, trekking long ways to fetch inputs, raise the crops without paying heed to the scientific methods & cultural practices and spending whopping amounts on unwanted inputs. At the end, high cost of cultivation, mounted debts, low yields & fleecing by middlemen forced the beleaguered farmers to resort to extreme steps.

To tide over the hitches confronted by farmers, 10778 Rythu Seva Kendralu were established in contiguous to village secretariats with an integration of Agri Input Shop and Farmer Knowledge Center with an aim to ensure the availability of quality inputs at village level at competitive price and disseminate the knowledge on latest technologies. Utmost intention of the Government is to augment farmers income and livelihood.

Four pillars of RSKs:

- I. Delivery of Services
- II. Supply of Pretested Quality Inputs
- III. Capacity Building & Knowledge Dissemination
- IV. Procurement Operations

Manpower: RSKs are being operated by qualified staff viz., Village Agriculture Assistants/Village Horticulture Assistant/Village Sericulture Assistants & Village Animal Husbandry/Village Fisheries Assistant, who technically qualified in their respective fields and extending incessant services to farmers at village level.

Infrastructure: To cater the burgeoning demands of the farmers at village level, the Government of Andhra Pradesh has facilitated the infrastructure for each RSK viz.,

For each RSK: Digital Kiosk – 1, Smart TV – 1, Plastic chairs – 15, White cum Green Chalk board – 1, Display frames for posters – 8, Gas stove – 1, Pressure cooker – 1, Office Tables – 2, Library Racks – 2, Open Racks to display model products – 4, Computer – 1 Printer – 1 and UPS – 1.

District Resource Centers: District Resource Center is constituted with officials of Agriculture Technology Management Agency (ATMA) & Farmer Training Centers (FTC) to reach a greater number of farmers. Scientists of KVK, DAATC etc are working intandem with DRC officials to conduct field diagnostic visits & cater the training needs of officials & farmers. Field diagnostic visits are being conducted at village level to enlighten the farmers on identification, causes & symptoms, immediate remedies of pests & diseases and also to anticipate the possibility of immense pest outbreak.

Integrated Call Center (ICC): A call center is established at state level with toll free number f 155251. Thirty (30) technically qualified call center executives with 5-6 years of filed experience & Six (6) Scientists of Agri & Allied sector are entrusted to ICC to attend the call from farmers, diagnose the field problems and to provide immediate solutions over phone.

Paadi Pantalu Digital Studio/Channel: The Government giving priority to the knowledge dissemination and established Digital Studio at Integrated Call Center with an aim to provide latest technical information by conduction live interactions with Scientists/Subject Experts and the programmes will be viewed by farmers through Smart TVs made available at RSKs.

RSK Permanent buildings under MGNREGs: With no complacency towards the welfare of farmer, the Government stepped forward & sanctioned new RSK buildings to build as permanent assets for the welfare of farmer at village level and entrusted the construction works to PR & RD department under MGNREGs. Accordingly, PR & RD Department has allocated 1359 Sft additional space in the existing Grama sachivalaya buildings complex in the state for providing accommodation to the staff of Agriculture Department duly earmarking required funds of MGNREGs towards construction of RSKs.

Awards:

- RSKs bagged **SKOCH Gold Award** for the year 2021 which is a stupendous achievement.
- Paadipantalu Channel achieved **Silver button** award from Youtube for crossing **100k subscriptions**.
- RSKs received **ISO Certification** for excelling multifarious services to farmers at village level

“Rythu Seva Kendralu, a Game changer in Agri & Allied sectors”

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