**INTRODUCTION**

Agriculture is the main source of livelihood for most of the population in India. Pre and post green revolution extension systems in India had played a commendable role in the dissemination of transfer of technologies. On the contrary,farmers face many problems in the process of input procurement, product selling, market prices, etc. It is impossible for the extension worker to meet each farmer personally. To control these problems the Government of Andhra Pradesh launched RYTHU BHAROSA KENDRA –A one-stop shop for all the farmers’ needs at every panchayat with a trained staff of various disciplines of agriculture and allied sectors. Earlier the farmers had to visit Mandal level offices of agriculture, horticulture,veterinary, fisheries to address any work but with the introduction of RBK at the panchayat level,the staff including VAA-Village Agriculture Assistant, VHA-Village Horticulture Assistant,VSA-Village Sericulture Assistant, VFA-Village Fisheries Assistant (only in the areas where intensive fish cult re is present) are easily accessible to the farmers at village level.Services like agri-input shop, farmers knowledge centre, custom hiring centres, PM-kisan, YSR Rythu Bharosa, E-Crop Booking, crop health monitoring, Commodity Market Price and Procurement (CMAPP), YSR APP (Yield Sustainability Reforms in Agriculture Production and Productivity), Polam badi (Farmer Field School), Rythu bharosa magazines, RBK level advisory board, You tube channel-RBK, method demonstrations, quality inputs distribution, etc.are availed under this farmer’ welfare scheme in the aegis of Andhra Pradesh Government.