

SWOT ANALYSIS OF RYTHU BHAROSA KENDRAS IN GUNTUR DISTRICT OF ANDHRA PRADESH

O. SARADA¹ and G. V. SUNEEL KUMAR²

¹Agricultural Information & Communication Centre, ANGRAU, Lam, Guntur, Andhra Pradesh.

²Department of Entomology, Administrative office,
Acharya N.G.Ranga Agricultural University, Lam, Guntur, Andhra Pradesh.

Date of Receipt: 23-03-2024

Date of Acceptance: 01-04-2024

ABSTRACT

The investigation was carried out in Guntur district of Andhra Pradesh during the year 2022-23, with an intension to analyse the Strengths, Weakness, Opportunities and Threats of Rythu Bharosa Kendras. Ninety Village Agricultural Assistants, 90 farmers from 6 mandals were randomly selected for the study. Key strengths identified by VAAs include the availability of a dedicated RBK building at the village level, subsidized quality seed supply, and efficient e-crop booking. Weaknesses highlighted include the inability to provide individual farm implements, delayed procurement processes, and non-availability of fertilizers and pesticides at lower prices. Opportunities recognized involve enhancing e-crop booking, offering fertilizers at competitive rates, and utilizing VAAs' technical expertise. However, threats such as excessive workloads on VAAs, village-level conflicts, and inadequate technical knowledge pose significant challenges. Farmers also underscored the importance of timely input supply, availability of machinery to individuals, and extension of welfare schemes. The findings provide insights into improving RBK operations and enhancing service delivery to farmers.

Key words: SWOT analysis, RBKs, factors for better performance and suggestions

The Rythu Bharosa Kendra (RBK) concept is one of six initiatives nominated by the Centre for the United Nations Award, revolutionizing the agriculture sector by addressing farmers' needs from seed to sale of the produce. In Andhra Pradesh, farmers face numerous challenges in selling their produce at fair prices despite their efforts in cleaning, ploughing, growing, irrigating, harvesting, storing, and packing their produce. They encounter problems such as interference from agents, lack of protection facilities, financial constraints, high input costs, storage issues, and transportation difficulties, affecting production, marketing, and finance (Naidu *et al.*, 2021).

To address these issues, the Government of Andhra Pradesh established innovative RBK centres, as one stop shops for all farmers' needs, supported by knowledge partners such as MS Swaminathan Research Foundation, Taramani, Chennai, Tamil Nadu, National Seed Research and Training Centre, Central Fertilizer Quality and Training Institute, Central Insecticide Laboratory, National Institute of Plant Health Management, Division of Soil Science (IARI), State Management Institute of Livestock Enterprise, National Dairy Research Institute, and Indian Veterinary Research Institute (Govt. of Andhra Pradesh, 2020). A total of 10,641 RBKs were established across the state on 30th May 2020 to

provide quality seeds, fertilizers, pesticides, and farm machinery, becoming hubs of agricultural knowledge (Babu *et al.*, 2021). RBKs were established with the prime objective of providing incentive opportunities and assistance to the farmers regarding their farming activities. The government recruited Agriculture Assistants, Horticulture Assistants, Veterinary Assistants, and Fishery Assistants, for effective functioning of the RBKs.

The major services offered at RBKs are input delivery, soil testing, training farmers, crop insurance, crop booking, demonstrations, selection of the beneficiaries for implementation of Govt. schemes, providing market intelligence, issuing health and insurance cards to livestock, guidance on extent of loan eligibility through Bank Mitra and information on government schemes, plant health clinics, interaction with scientists and other experts through audio and video conference, technical advisories on best management practices of crops and animals, first aid for animals and treatment after consulting veterinary doctor, prophylactic vaccinations, deworming and semen collection etc. RBKs thus serving as a comprehensive resource for farmers, helping them improve productivity and efficiency in their agricultural practices.

The need for quality extension service delivery to farmers has become a subject of concern for extension organizations and policy makers. A continued widespread improvement in agriculture requires a professional and effective extension service delivery (Chikaire *et al.*, 2018). For improving the quality functioning of any organization it is imperative to possess the knowledge on strengths, weaknesses, opportunities, and threats.

SWOT is a technique for analysing the internal and external environments of an organisation through the identification and assessment of its strengths, weaknesses, opportunities, and threats (SWOT). SWOT analysis entails a distillation of the findings of an internal and external audit that draws attention, from a strategic perspective, to the critical organisational strengths and weaknesses and the opportunities and threats facing the organisation (Kotler and Armstrong, 2011). The SWOT analysis was applied to examine the setting of the organization extension service and for determining their effectiveness, capabilities and efficiency. With this background, an attempt was made in the present study to understand and analyse the strengths, weaknesses, opportunities, and threats of Rythu Bharosa Kendras in order to assess their achievements and improve their effective functioning to serve the farming community at the grassroots level. Further an effort was made to analyse the factors contributed to effective functioning of RBKs as perceived by the farmers and fetched suggestions of the farmers for enhanced worthwhile functioning of RBK system.

MATERIAL AND METHODS

During the year 2022-23 the present investigation was taken up by the Department of Extension, Regional Agricultural Research Station, Lam, in Guntur district of Andhra Pradesh. Six mandals out of 18 madals of Guntur district viz., Guntur Rural, Pedakakani, Chebrole, Ponnuru, Tadikonda and Tenali were randomly selected for the study. From each mandal 15 Village Agricultural Asssistants (VAAs) and 15 farmers were randomly selected using simple random sampling method by assigning numbers to the units and selecting samples

by using random number table. Thus making the sample size of 90 VAAs and 90 farmers. Data pertaining to strengths, weaknesses, opportunities, and threats of Rythu Bharosa Kendras was collected from the VAAs and regarding the factors contributed for effective functioning of RBKs and suggestions for further improvement of functioning of RBKs were collected from selected farmers. Data was collected by personal interview method while visiting RBKs by posing open ended questions to the respondents. The data collected was analysed and categorized using descriptive statistics like frequency and percentage to draw meaningful interpretations for findings of the study.

RESULTS AND DISCUSSION

SWOT analysis of RBK system as perceived by the Village Agricultural Assistants

The strengths, weaknesses, opportunities, and threats of the Rythu Bharosa Kendra (RBK) system as perceived by the Village Agricultural Assistants (VAAs) are detailed in Table 1.

Strengths

The VAAs identified several key strengths of the RBK system:

- 1. Having own building for RBK at village level (100.00%):** The VAAs unanimously felt that a dedicated building for RBK at the village level is the most significant strength, as it facilitated easy accessibility of extension services at grass root level by the farmers.
- 2. Supplying quality required seed on subsidy (97.77%):** This was seen as a advantage, ensuring farmers access to affordable, high quality seeds. This facility not only increases the likelihood of achieving good yields but also helps farmers avoid unnecessary expenses related to purchasing substandard seeds and the transportation costs of obtaining seeds from distant locations.
- 3. E-crop booking (95.55%):** The e-crop booking system was highly regarded for its efficiency and effectiveness. E –crop booking made things easy for input subsidy, crop insurance, crop booking, procurement and all other activities of RBK.

SWOT ANALYSIS OF RYTHU BHAROSA KENDRAS IN GUNTUR DISTRICT

Table1. SWOT analysis of RBK system as perceived by the Village Agricultural Assistant

(n=90)

S.No	Component	F	%
1.	Strengths		
a	Own building for RBK at village	90	100.00
b	Supply of needed quality inputs on time with subsidies	88	97.77
c	E crop booking	86	95.55
d	Godown for storage of inputs and procured products	83	92.22
e	Rythu Bharosa & PM KISAN benefits to farmers	78	86.66
f	Well-designed Kiosk for indent placement, information dissemination and data maintenance	69	76.66
g	Smart TV to create awareness on latest technologies	58	64.44
h	Provision of Crop Cultivator Rights Cards (CCRC) to tenant farmers	54	60.00
i	Community hiring centres to promote mechanization	49	54.44
j	Library with good literature to update farmers knowledge from time to time	47	52.22
k	Farmers cooperation	45	50.00
l	Seed testing and moisture testing facility at RBK	44	48.88
m	Procurement of produce in time	44	48.88
2	Weakness		
a	Not able to provide implements individually	86	95.55
b	Inability to provide required fertilizers to all the farmers of village in time	80	88.88
c	Non availability of pesticides at lower prices	78	86.66
d	Delay in procurement	74	82.22
e	Not able to provide micro nutrients at subsidy price	61	67.77
f	Transportation charges of paddy procurement not paid	43	47.77
3	Opportunities		
a	e- crop booking made things easy for procurement	76	84.44
b	Availability fertilizers at low cost than private dealers	69	76.66
c	Seed testing and Quality seeds availability at low cost	62	68.88
d	Complete thick & thin information availability at village level	59	65.55
e	Timely Supply of inputs such as seeds, fertilizers with proper planning	59	65.55
f	VAAAs may be utilized for more technical aspects	56	62.22
g	Organizing model demonstrations on major crops	55	61.11
h	Imparting crop management & pest management knowledge through Polambadi	49	54.44
i	Providing implements procured through CHC on low rents	47	52.22
j	Strengthening of Procurement process with advanced planning	38	42.22
k	Strengthening of germination and soil testing facilities at RBKs	36	40.00
4	Threats		
a	Over work load on VAAAs	77	85.55
b	Village level conflicts	71	78.88
c	Inability of VAAAs to focus technical aspects with too many roles to perform	67	74.44
d	Inadequate knowledge of VAAAs on technical aspects	46	51.11
e	Non-cooperation from farmers	39	43.33

Table 2. Perception of the farmers on factors contributed for better performance of RBK system**(n=90)**

S.No	Perception	F	%
1	Quality inputs availability and timely supply at RBK	85	94.44
2	E Crop booking , EKYC, Procurement – facilitating 100% crop booking by using proper channels like announcements and local leaders	81	90.00
3	Presence of proper and complete building in the village center easily accessible to the farmers in the village.	75	83.33
4	Prepositioning of fertilizers, seeds and pesticides at RBK	73	81.11
5	Free crop insurance	72	80.00
6	CCRC and Rythu Bharosa for tenant farmers	69	76.67
7	Farmer welfare schemes implemented through RBK	66	73.33
8	Knowledge dissemination through timely meetings & capacity building programs by eminent scientists & staff from District resource center.	61	67.77
9	Loan facility to farmers through RMGs / JLGs	57	63.33
10	Good rapport of VAAs with farmers	55	61.11
11	Broadcasting scientists programmes on different crop management aspects from RBK	51	56.67
12	Using Whatsapp farmers groups and sharing all RBK activities and farming information	48	53.33
13	Regular DRC team & Scientists field visits and their recommendations	45	50.00
14	Local availability of the staff to farmers facilitated timely redressal of field problems	44	48.88
15	Integrated Call Centre clarifying farmers queries	40	44.44
16	Custom hiring centre	38	42.22
17	Conducting Agri advisory board meetings	38	42.22
18	Implementing Rodent control campaign 100% successfully during kharif season	37	41.11
19	Supplying of Pheromone traps, PSB, Pseudomonas and VAM during polambadi sessions	35	38.88
20	The RBK was equipped with all resources like Crop diagnostic modules, digital library with information on all crops of the village	33	36.67
21	RBK was provided with Infrastructure like Seed Testing Kit, Soil Testing kit, Moisture Meter, Crop Cutting Experiment Kit, Kiosk Machine, Monitor & Printer	27	30.00

4. **Availability of godown facility at RBK for storage of inputs and procured products (92.22%):** This facility was seen as an essential facility for proper storage and management. This system enabled the efficient storage of necessary inputs for the village and ensured the timely procurement of produce, while also providing storage facilities for farmers' produce.
5. **Provision of Rythu Bharosa and PM Kisan schemes to farmers (86.66%):** These schemes were appreciated for their direct support to farmers.
6. **Well-designed kiosk for indent placement, information dissemination and data maintenance (76.66%):** The kiosk system was valued for its role in streamlining processes and information management.
7. **Using smart TV to create awareness of the latest technologies (64.44%):** Smart TV use was recognized for its effectiveness in educating and updating farmers with latest technologies.
8. **Provision of Crop Cultivator Rights Cards (CCRC) to tenant farmers (60.00%):** This initiative was noted for its support to tenant farmers to benefits legally.
9. **Community hiring centres to promote mechanization (54.44%):** These centres were seen as beneficial for encouraging mechanization in agriculture.
10. **Library with good literature to update farmers' knowledge (52.22%):** The library was valued for its role in continuous learning and knowledge enhancement.
11. **Farmers' cooperation (50.00%):** Cooperation among farmers was seen as a crucial element for the success of the RBK system.

Further below half of the VAAs felt that **seed testing and moisture testing facility at RBK and in-time procurement of produce (48.88%)** were also noted as strengths of the RBK system.

The Rythu Bharosa Kendras (RBKs) play a crucial role in supporting farmers at the village level. The dedicated RBK buildings ensure easy access to services, while subsidies on quality seeds reduce costs for farmers. The e-crop booking system

improves efficiency in subsidy distribution and procurement, and the storage facilities ensure proper management of inputs and produce. Financial schemes like Rythu Bharosa and PM Kisan provide direct support, while kiosks and smart TVs aid in information sharing. Initiatives like Crop Cultivator Rights Cards (CCRC) benefit tenant farmers, and community hiring centers promote mechanization. Farmers' cooperation and access to testing facilities also contribute to the success of the RBK system. Overall, RBKs enhance agricultural productivity and farmer welfare.

Weaknesses

Regarding the weaknesses of the RBK system, the majority of Village Agricultural Assistants (VAAs) identified several key issues:

1. **Inability to provide implements individually (95.55%):** Most VAAs felt that the system's failure to supply agricultural implements to individual farmers was a significant weakness as majority of the farmers were demanding for supply of implements individually rather than to group.
2. **Failure to provide required fertilizers to all farmers in a timely manner (88.88%):** The inability to distribute fertilizers to all farmers on time was highlighted as a critical problem. Due to delay in placing indents and inability to provide required fertilizers on subsidy to all the farmers was another prominent weakness of RBK system.
3. **Non-availability of pesticides at lower prices (86.66%):** High pesticide prices were seen as a major drawback. Local input dealers were able to provide required pesticides at lower prices when compared to RBKs.
4. **Delayed procurement (82.22%):** The VAAs pointed out those delays in procurement processes were problematic.
5. **Inability to supply micronutrients on subsidy (67.77%):** The non-supply of subsidized micronutrients was identified as a significant issue.
6. **Non-Payment of transportation charges of paddy procurement (47.77%):** Some VAAs noted that the failure to cover transportation costs for paddy procurement was a concern.

Overall, these weaknesses suggest that while RBKs have many strengths, addressing logistical issues and ensuring timely, affordable access to key inputs like implements, fertilizers, and pesticides is crucial for improving the system's effectiveness

Haritha *et al.*, 2023 in their study on "Examination of Rythu Bharosa Kendra (RBK) Services in Vizianagaram District of Andhra Pradesh with a View to Improving Service Delivery to Farmers" identified lack of expertise in using digital kiosk or / ICT tools (73.07%), delay in receiving the payment for marketed produce (63.07%), lack of proper infrastructure facilities (60.32%), delay in supply of inputs and Rythu Bharosa (55.67%), inadequate market information from the staff of RBKs (52.82%), inadequate information regarding local agriculture problems (49.15%), inconvenient time of training programmes (42.90%), delay in soil testing reports (40.77%), insufficient IPM kits (35.55%) and delay in issue of animal health cards (22.48%) were the major constraints in RBK system.

Anuhya *et al.*, (2022) in their study on RBKs reported that while availing the services of RBKs respondent faced problems regarding fertilizer procurement (56.24%), problems regarding soil and seed testing (52.03%), problem of getting non-productive inputs (48.04%), problems of non-availability of technical staff on time (47.93%) and delay in getting the YSR Rythu Bharosa (45.14%). Similar findings were reported by Jain (2017) and Darshan (2018).

Opportunities

Village Agricultural Assistants (VAAs) of Guntur district identified several specific opportunities to enhance the effective functioning of Rythu Bharosa Kendras (RBKs):

1. **E-crop booking (84.44%)**: This system was recognized as a significant opportunity for improving efficiency and record-keeping. The information available with e-crop booking system will be useful to implement all other government schemes and policies more accurately without any time lag.
2. **Provision of required fertilizers at lower prices compared to private dealers (76.66%)**: Offering fertilizers at more affordable rates was seen as a major advantage. With this advantage in coming future it is possible to educate and

convince farmers to use soil test based fertilizer recommendation for sustainable soil health management.

3. **Seed testing and quality seeds availability at low cost (68.88%)**: Ensuring access to affordable, high-quality seeds was considered a key opportunity.
4. **Complete thick & thin information availability at village level and timely supply of inputs such as seeds and fertilizers with proper planning (65.55%)**: The VAAs valued the comprehensive information and well-planned input supply.
5. **Utilization of VAAs more technically (62.22%)**: Leveraging the technical expertise of VAAs was seen as a way to improve RBK operations.
6. **Organizing model demonstrations on major crops (61.11%)**: Demonstrations on key crops were identified as an effective method for knowledge transfer.
7. **Imparting crop management and pest management knowledge through Polambadi (54.44%)**: The Polambadi initiative for educating farmers on crop and pest management was seen as beneficial.
8. **Providing implements procured through Community Hiring Centres (CHCs) at lower rents (52.22%)**: Offering affordable rental rates for implements was considered an important opportunity.

Additionally, less than fifty per cent of the VAAs felt that the following areas needed focus:

1. **Strengthening the procurement process with advanced planning (42.22%)**: Improving procurement strategies was seen as a necessary step.
2. **Strengthening germination and soil testing facilities at RBKs (40.00%)**: Enhancing these facilities was identified as an area needing attention.

Threats

Village Agricultural Assistants (VAAs) identified several threats that could obstruct the effective functioning of Rythu Bharosa Kendras (RBKs):

1. **Over workload on VAAs (85.55%):** A significant number of VAAs felt that excessive workload was a major threat, impacting their efficiency and effectiveness. This may be because VAAs were also involved to Gram Sachivalayam to identify beneficiaries and implement other general welfare schemes along with agriculture.
2. **Village level conflicts (78.88%):** Conflicts at the village level were seen as a considerable challenge, potentially hindering smooth operations.
3. **Inability of VAAs to focus on technical aspects due to too many roles to perform (74.44%):** The multiple responsibilities assigned to VAAs made it difficult for them to concentrate on their technical duties.
4. **Inadequate knowledge of VAAs on technical aspects (51.11%):** Some VAAs acknowledged that a lack of sufficient technical knowledge could be a limiting factor.
5. **Non-cooperation from farmers (43.33%):** A portion of VAAs identified lack of cooperation from farmers as a threat to the effective functioning of RBKs.

Ibrahim *et al*, (2024) reported skilled staff who disseminate useful agricultural information from the researchers to farmers, improved agricultural technology, moderately qualified extension agents and good performance in term of extension service delivery to farmers were the strengths; poor working environment, inadequate staff, inadequate training and inadequate sponsorship for training, poor transportation (mobility) & communication facilities, lack of incentives/motivation for staff and high work load were the weaknesses; improved agricultural technology, desire for change among farmers, linkage with research institutions, colleges & technology developers and easy access to other agriculturally-related industries were the opportunities and lack of political will, political risks, economic risks, inconsistent government policy, insecurity and poor funding were the threats identified in extension services of Kaduna State.

Perception of the farmers on factors contributing for effective performance of RBK system

Farmers recognized several crucial factors contributing to the effective performance of the Rythu Bharosa Kendra (RBK) system:

1. **Quality inputs availability and timely supply at RBK (94.44%):** The majority of farmers appreciated the availability and timely supply of quality inputs.
2. **E-Crop booking, e-KYC, Procurement (90.00%):** Effective use of digital channels like e-crop booking and e-KYC facilitated comprehensive crop booking, crop insurance and procurement.
3. **Presence of a proper and complete building in the village centre, easily accessible to farmers (83.33%):** The availability of a well-equipped building at a central location was highly valued.
4. **Positioning of fertilizers, seeds, and pesticides at RBK (81.11%):** The strategic positioning of inputs was seen as beneficial.
5. **Free crop insurance (80.00%):** The provision of free crop insurance was a significant advantage.
6. **Crop Cultivator Rights Cards (CCRC) and Rythu Bharosa for tenant farmers (76.67%):** Support schemes for tenant farmers were appreciated.
7. **Farmers welfare schemes implemented through RBK (73.33%):** Welfare schemes were recognized as important for farmer support.
8. **Knowledge dissemination through timely meetings and capacity-building programs by eminent scientists and staff from the District Resource Centre (67.77%):** Educational programs and meetings were seen as valuable.
9. **Loan facility to farmers through RMGs / JLGs (63.33%):** Access to loans was identified as a crucial support mechanism.
10. **Good rapport of VAAs with farmers (61.11%):** Strong relationships between VAAs and farmers were beneficial.
11. **Broadcasting scientists' programs on different crop management aspects from RBK channel (56.67%):** Broadcasting educational programs was appreciated.

12. Using WhatsApp farmer groups for sharing all RBK activities and farming information (53.33%): The use of WhatsApp groups for communication and information sharing was effective.

13. Regular field visits and recommendations by DRC team and scientists (50.00%): Regular visits and advice from experts were seen as helpful.

Additionally, some farmers highlighted the following factors:

- 1. Local availability of staff for timely redressal of field problems (48.88%):** Having staff available locally helped address issues promptly.
- 2. Clarifying farmers' queries through the Integrated Call Centre (44.44%):** The call centre was useful for resolving queries.
- 3. Custom Hiring Centre (42.22%):** Access to custom hiring services was beneficial.
- 4. Implementing a rodent control campaign successfully during the Crop season (41.11%):** Effective pest control campaigns were noted.
- 5. Supplying pheromone traps, PSB, Pseudomonas, and VAM during Polambadi sessions (38.88%):** Provision of pest control and soil health products was appreciated.
- 6. RBK equipped with crop diagnostic modules and a digital library with information on all village crops (36.67%):** Access to diagnostic tools and information was valued.
- 7. Infrastructure like seed testing kits, soil testing kits, moisture meters, crop cutting experiment kits, kiosk machines, monitors, and printers (30.00%):** The availability of comprehensive infrastructure and tools was noted as a contributing factor for the RBK's effective functioning.

Saifuddin *et al.* (2023) in their study on "Effectiveness of Rythu Bharosa Kendras (RBKs) services as perceived by farmers in the East Godavari district of Andhra Pradesh, India" reported that, RBK services were effective in terms of capacity building programmes, maintenance of digital library, maintenance of digital kiosk, smart TV, providing

inputs at a lower price, delivery of the certified products at the right price & right time and provision of IPM kits like pheromone traps, sticky traps etc. to the farmers through RBKs.

Venkata Rao *et al.*, (2024) reported that great majority of the farmers had good opinion on RBK services viz., maintaining digital kiosk for booking inputs, maintaining smart TV for interaction with scientists and other experts through audio and video conferences and dissemination of technology, providing free crop insurance/ animal insurance.

Suggestions of the farmers for effective functioning of RBK system

Results presented in Table 3 depict that the suggestions offered by farmers for the effective functioning of Rythu Bharosa Kendras (RBKs). The majority of farmers provided the following suggestions:

Providing machinery to individual Farmers rather than groups (87.78%), all required pesticides should be made available at RBKs to avoid exploitation by dealers (84.44%), timely supply of fertilizers, seeds, and other inputs (75.55%), timely procurement of the produce (73.33%), extending the Rythu Bharosa scheme to economically poor farmers from open castes (63.33%), updating the knowledge of Village Agricultural Assistants (VAA) on crop technologies (62.22%), providing timely suggestions on pesticide use to the farmers (56.66%) and providing loans to tenant farmers (52.22%)

The other Suggestions include providing battery-operated sprayers to individual farmers (47.77%), offering more training sessions for farmers (43.33%), providing micro nutrients on subsidy (42.22%), maintaining horticulture implements at RBKs for sale (40.00%), strengthening soil testing facilities at RBKs (36.66%) and regular servicing of moisture machines at RBKs to enhance their efficiency (20.00%)

Similar findings were reported by Haritha *et al.*, 2023 reported suggestions of farmers for effective functioning of RBKs viz., on time disbursement of payment for the marketed produce and timely supply of inputs and Rythu Bharosa to farmers and improving infrastructure facilities of RBK.

Table 3. Suggestions of the farmers for effective functioning of RBK system**(n=90)**

S.No	Perception	F	%
1	Providing machinery to individual farmers rather than groups	79	87.78
2	All the pesticides need to be made available at RBK to avoid dealers exploitation	76	84.44
3	Timely supply of fertilizers, seeds and other inputs	68	75.55
4	Timely procurement is needed	66	73.33
5	Extending Rythu Bharosa to open caste farmers who are economically poor	57	63.33
6	Updating the knowledge of VAA on crop technologies is very much needed	56	62.22
7	Timely suggestions on pesticides	51	56.66
8	Providing loans to tenant farmers	47	52.22
9	Battery operated sprayers need to be provided to individual farmers	43	47.77
10	More number of trainings to farmers	39	43.33
11	Subsidy for micro nutrients	38	42.22
12	Horticulture implements need to be maintained at RBK for sale	36	40.00
13	Soil testing facility need to be strengthened at RBK	33	36.66
14	Moisture machines are under repair at RBK which are crucial, hence regular servicing of these machines is important	18	20.00

Anuhya *et al.*, 2022 also reported proper and timely input supply (59.78%), improving the competency of technical staff by trainings (52.94%), conducting more polambadi programmes (46.03%), proper seed and soil testing facilities (45.32%) and timely supply of YSR Rythu bharosa (45.10%) were the major suggestions by the respondents for improving the effectiveness of RBKs. These findings are in line with the work of Jain (2017) and Rao (2018).

CONCLUSION

The SWOT analysis of the Rythu Bharosa Kendras (RBKs) in Andhra Pradesh highlights their significant role in revolutionizing the agricultural sector by providing a one-stop solution for farmers' needs. The RBKs have several strengths, such as dedicated village-level buildings, quality seed supply, and efficient e-crop booking systems, which have greatly benefited the farming community. The availability of storage facilities, farmer welfare schemes, and the integration of technology (e.g., smart TVs and kiosks) further enhance the effectiveness of these centres.

However, the study also identified several weaknesses that need to be addressed. These include the inability to supply agricultural implements

individually, delays in fertilizer distribution and procurement, and the high cost of pesticides. These challenges hinder the full potential of RBKs in supporting farmers.

Opportunities for improvement include enhancing the technical utilization of Village Agricultural Assistants (VAAs), strengthening the procurement process, and organizing model demonstrations on major crops. Moreover, leveraging digital tools and timely supply of inputs can further improve the RBK system's effectiveness.

The study also underscores the threats that could obstruct the RBKs' operations, such as the heavy workload on VAAs, village-level conflicts, and the lack of technical knowledge among some VAAs. These issues could impact the sustainability and effectiveness of the RBKs.

Farmers perceive that the RBKs have positively impacted their agricultural practices, particularly through the timely supply of quality inputs, digital crop booking, and crop insurance. However, they also provided valuable suggestions for improvement, including the need for individual machinery provision, timely input supply, and better pesticide availability.

In conclusion, while RBKs have significantly contributed to supported farmers in Andhra Pradesh, addressing the identified weaknesses and threats, and capitalizing on the opportunities will enhance their effectiveness and sustainability. Continuous improvement in service delivery, infrastructure, and capacity building is necessary to ensure that RBKs to fully meet the evolving needs of the farming community.

REFERENCES

- Anuhya, P., Kisku, U., Khare, N. K and Ramakrishna. M. 2022. A study on awareness, constraints and suggestions about Rythu Bharosa Kendra (RBK) services by the beneficiary farmers in Ananthapuram district of Andhra Pradesh, *Multilogic in science*. 12(43):74-76
- Babu, G. P., Jayalakshmi, M., Chaitanya, B. H., Mahadevaiah, M and Srinivas T. 2021. Effectiveness of season Long Training Programme on Knowledge Levels in Kurnool District of Andhra Pradesh *Indian Journal of Extension Education*. 57(4): 44-48
- Chikaire, J. U., Emerhirhi, E., Anyoha, N.P and Onoh, P. A. 2018. Perceived competencies of agricultural extension and advisory services providers in building rural farmer capability in Imo State Nigeria. *International Journal of Research in Agriculture and Forestry*. 5(6): 25-32.
- Darshan, M.E. 2018. Perception of farmers about functioning of Rythu Samparka Kendras: A study in Tumakuru district of Karnataka. M.Sc. (Ag.). Thesis. UAS, Bengaluru.
- Government of Andhra Pradesh. 2020. G.O No 37, Department of Agriculture and Cooperation- Establishment of RBKs in the state order issued. Retrieved from <https://goir.ap.gov.in/>
- Haritha, M., Asokhan, M., Karthikeyan, C., Janaki Rani, A and Patil Santosh, G. 2023. Examination of Rythu Bharosa Kendra (RBK) Services in Vizianagaram District of Andhra Pradesh with a View to Improving Service Delivery to Farmers. *Asian Journal of Agricultural Extension, Economics & Sociology*. 41(9): 869-876
- Jain, T. 2017. Impact of ATMA on production and productivity of paddy and wheat crops among different categories of farmers in Jabalpur, Madhya Pradesh. M.Sc. (Ag.). Thesis. JNKVV, Jabalpur.
- Kotler, P and Armstrong, G. (2011). *Principles of Marketing* (14th ed.). Prentice Hall.
- Naidu, G. M., Sangode, P. B., Anjani Devi, S and Rao, G. R.V. 2021. Problems and constraints Faced by farmers in Financing and Marketing of Agricultural Produce in India. *Universal Journal of Accounting and Finance*. 9(2): 139-144.
- Rao, R.M.A. 2018. Attitude of beneficiaries towards Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA). M.Sc. (Ag.). Thesis. PDKV, Akola.
- Saifuddin, Md., Rama Devy, M., Rao, M. S and Suseela, K. 2023. Effectiveness of Rythu Bharosa Kendras (RBKs) Services as perceived by farmers in the East Godavari District of Andhra Pradesh, India. *Asian Journal of Agricultural Extension, Economics & Sociology*. 41(4): 34-41.
- Ibrahim, T., Vondun, B.T and Nazifi Buhari. 2024. Strengths, weaknesses, opportunities and threats to extension service delivery in Kaduna State, Nigeria. *Journal of Agricultural Extension*. 28(1): 29-36
- Venkata Rao, P., Neelaveni, S., Chitti Babu, G and Pradeep Kumar, P. B. 2024. Perception and Utilization of Rythu Bharosa Kendras (RBKs) services by the farmers in Srikakulam District in Andhra Pradesh, India, *Asian Journal of Agricultural Extension, Economics & Sociology*. 42(5):187-191.