



A STUDY ON PROFILE OF RBK BENEFICIARIES IN CHITTOOR DISTRICT OF ANDHRA PRADESH

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ABSTRACT

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The present study was conducted in the district of Chittoor. To study the profile of RBK beneficiaries, a total of 120 respondents were randomly selected and interviewed. The respondents were in middle age group, educated up to college level (26.67%) and middle school (25.83%), had medium level of annual income (67.50%), had marginal farm size (31.67%), medium experience in farming (60.00%), training undergone (68.33%), extension contact (74.17%), mass media exposure (53.33%), innovativeness (70.00%), social participation (66.67%), scientific orientation (67.50%), economic orientation (68.33%) and achievement motivation (66.67%).

KEYWORDS: Rythu Bharosa Kendras (RBKs), Profile, Agri inputs.

INTRODUCTION

As an agrarian state, Andhra Pradesh has a strong emphasis on the welfare of its farmers and the related agricultural and allied sectors. When it comes to increasing crop output and lowering cultivation costs, the availability of high-quality agricultural supplies and the appropriate recommendations are crucial. In the Agri Mission meeting in October 2019, it was suggested to establish an Agri Input Shop and a Village Knowledge Center at the village level close to the village secretariats through which only pre-tested quality inputs of seeds, fertilizers and pesticides with a quality seal from the government shall be supplied at the village level in addition to providing various government services, necessary trainings and capacity building of the farmers on the most recent agricultural technologies.

The Agri input shop and Knowledge center was combined and given the name of Dr. YSR Rythu Bharosa Kendram (Dr. YSR RBK) for improved synergy and convergence. In order to serve as a ONE STOP SHOP for the supply of pre-tested certified quality agri inputs (seeds, fertilizers and pesticides) and allied sector inputs (fodder, feed etc.) and dissemination of the most recent technology to the farming community, the government established 10,641 Rythu Bharosa Kendras (RBKs) on 30.05.2020 in all Village Secretariats with significant agriculture and allied activities. RBK current status in Andhra Pradesh 10,778. RBK current status in Chittoor district 946. Total number of mandals were 66, total

number of villages were 1520 and eight RBKs covering in Chittoor district etc., Village Agriculture Assistant/ Horticulture Assistant/Sericulture Assistant and Village Animal Husbandry Assistant/Village Fisheries Assistant are in charge of running the RBKs in their respective jurisdictions, handling the responsibilities related to Agriculture, Horticulture and Sericulture respectively.

MATERIAL AND METHODS

In the present study *Exploratory* and *Ex-post-facto* research designs were followed. The research was carried out in the Chittoor district of Andhra Pradesh was selected purposively as it highest number of RBKs. Four mandals of the district *viz.*, Bangarupalem, Gangadhara Nellore, Kuppam and Srikalahasti were selected for the study based on the highest number of RBKs. From each of the selected four mandals, two villages were chosen at random and from each of the selected villages, 15 beneficiary farmers were selected on simple random sampling basis thus making a total of 120 respondents. The data were collected by personal interview method through a structured interview schedule and statistical techniques like arithmetic mean, standard deviation, frequencies and percentages were used.

RESULTS AND DISCUSSION

The data gathered during the study were analyzed and the results are presented in Table 1.

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Age

Table 1 clearly indicated that more than half (53.33%) of the respondents were middle aged followed by old age (32.50%) and young age (14.17%) respectively. The probable reason for the above trend might be that, the old age and middle-age respondents who have been involved in farming since they were young have a passion for learning new technology and marketing strategies. On the other side, the young respondents may have chosen more profitable professions at the start of their careers. This result was in line with the conclusions of Gajanan (2019), Raju (2020) and Harisha (2021).

Education

It is apparent from the Table 1 that 26.67 per cent of the respondents were educated up to college level followed by middle school (25.83%), high school (19.17%), functionally literate (12.50%), illiterate (9.17%) and primary school (6.67%) respectively. More than one-fourth respondents had college level and middle school followed by high school. There is no doubt that the provision of fundamental educational infrastructure in rural regions has improved and that respondents now have a clearer awareness of how important education is to their overall development. This trend was followed by functionally literate, illiterate and primary school. These result are consistent with those of Zunjar (2011) and Ganeshagouda *et al.* (2013).

Annual income

Table 1 clearly depicted that more than two third (67.50%) of the respondents had medium level of annual income, followed by high (21.67%) and low (10.83%) levels of annual income categories. The probable reason for the above trend might be that majority of the respondents had marginal and small land holdings. The results were in accordance with Chhaganbhai (2016).

Farm size

It could be seen from the Table 1 that 31.67 per cent of the respondents had marginal land holding followed by small (27.50%), medium (21.66%) and semi medium (19.17%) land holding categories. The results of the study showed that marginal and small land holdings dominated the study region. The most likely explanation is that joint families were broken up into nuclear families as a result of urbanization and the need for employment which in turn caused a temporary division of land ownership

among the family members. As a result, there are now more small and marginal land holdings in society. The finding concurred with those of Pattnaik (2018) and Meethal (2019).

Farming experience

It is obvious from the Table 1 that, 60.00 per cent of the respondents had medium farming experience followed by high (23.33%) and low (16.67%) farming experience. The majority of respondents had medium levels of agricultural experience, followed by those with high and low levels of experience. The probable reason for the above trend might be that the majority of respondents were in the middle age group. The results of the above study were similar to Kadalgi (2017) and Kumari *et al.* (2019).

Training undergone

It is evident from the Table 1 that more than two-third (68.33%) of the respondents had medium level of training followed by high (18.33%) and low (13.33%) levels of training. Training is the process of altering a person's attitudes, enhancing their knowledge and skill sets to enable them to do their tasks successfully. Most of the respondents received medium training. The fact that respondents participated in the majority of the training sessions hosted by the promotional and enabling organizations may be the cause of the above result. Few people fit into the high level of training category since they understood how crucial training was to achieve proficiency in any activity they undertook. A few energetic young respondents took part in the training sessions that were frequently held by the organizations that promoted and facilitated agriculture. Inadequate planning and organization of training programmes on the part of promoting and facilitating agencies, respondents being busy with their farm operations, lack of interest in sparing their time to participate in the training programmes and a lack of awareness among a small number of respondents regarding the value of training programmes were some of the probable reasons for the remaining respondents to be in the low category of training. Similar results were seen when comparing the findings of Naveenkumar and Rathakrishnan (2017) and Babu *et al.* (2021).

Extension contact

Table 1 clearly depicted that majority of the respondents had medium (74.17%) extension contact,

Table 1. Profile of RBK beneficiaries

							(n = 120)
S. No.	Category	Class Interval	Frequency	Percentage	Mean	S. D	
1.	Age						
1.	Young age	(35 years and below)	17	14.17			
2.	Middle age	(36 years to 55 years)	64	53.33	-	-	
3.	Old age	(56 years and above)	39	32.50			
2.	Education						
1.	Illiterate		11	09.17			
2.	Functionally literate		15	12.50			
3.	Primary school		08	06.67			
4.	Middle school		31	25.83	-	-	
5.	High school		23	19.17			
6.	College level		32	26.67			
3.	Annual income						
1.	Low (< Rs. 26329.35)		13	10.83			
2.	Medium (Rs. 26329.35 – Rs. 3,00,095.17)		81	67.50	-	-	
3.	High (>Rs. 3,00,095.17)		26	21.67			
4.	Farm size						
1.	Marginal (1 ha or less)		38	31.67			
2.	Small (1 to 2 ha)		33	27.50			
3.	Semi Medium (2 to 4 ha)		23	19.17	-	-	
4.	Medium (4 to 10 ha)		26	21.66			
5.	Large (above 10 ha)		0	0			
5.	Farming experience						
1.	Low		20	16.67			
2.	Medium		72	60.00	29.39	13.96	
3.	High		28	23.33			
6.	Training undergone						
1.	Low		16	13.33			
2.	Medium		82	68.33	8.48	2.44	
3.	High		22	18.33			
7.	Extension contact						
1.	Low		16	13.33			
2.	Medium		89	74.17	36.94	3.24	
3.	High		15	12.50			
8.	Mass media exposure						
1.	Low		24	20.00			
2.	Medium		64	53.33	8.71	5.07	
3.	High		32	26.67			

S. No.	Category	Class Interval	Frequency	Percentage	Mean	S. D
9.	Innovativeness					
1.	Low		16	13.33		
2.	Medium		84	70.00	36.68	2.75
3.	High		20	16.67		
10.	Social participation					
1.	Low		18	15.00		
2.	Medium		80	66.67	3.63	1.04
3.	High		22	18.33		
11.	Scientific orientation					
1.	Low		22	18.33		
2.	Medium		81	67.50	23.38	2.02
3.	High		17	14.17		
12.	Economic orientation					
1.	Low		21	17.50		
2.	Medium		82	68.33	25.66	1.83
3.	High		17	14.17		
13.	Achievement motivation					
1.	Low		26	21.67		
2.	Medium		80	66.67	30.73	1.67
3.	High		14	11.66		

followed by low (13.33%) and high (12.50%) levels extension contact. The above statistics suggest that, in terms of informal sources, the majority of respondents frequently maintained extension contact with the input dealers, followed by friends and neighbors. On the other side, respondents occasionally keep in touch with the successful farmers through extension, followed by relatives. When seeking information, respondents were used informal sources more frequently than formal sources. This could be the availability of informal sources. According to other formal sources, the technical staff (VAA/VHA/VSA/VFA) of RBKs frequently maintained extension contact with respondents because they were able to deliver timely information at the village level. The results were consistent with those of Babu (2016), Gurjar (2017) and Raju (2020).

Mass media exposure

Table 1 clearly indicated that, more than half (53.33%) of the respondents had medium mass media

exposure followed by high (26.67%) and low (20.00%) levels of mass media exposure. The majority of respondents classified into the group of medium to high mass media exposure which indicated that they effectively use different mass media sources like newspapers, radio, television, mobile devices and other media that are now more widely available even in rural regions. On the other hand, respondents with low levels of media exposure might have been categorized as illiterate. The result is consistent with Kushwaha (2018), Wahab (2018) and Babu *et al.* (2021).

Innovativeness

It could be seen from the Table 1 that, 70.00 per cent of the respondents had medium level of innovativeness followed by high (16.67%) and low (13.33%) levels of innovativeness. Around 86.67 per cent of respondents had medium to high levels of innovativeness which may be attributed to their high extension contact, expertise and educational background which allowed them to

adopt all methods with high accuracy. This may have increased self-assurance which in turn had a medium to low impact on innovativeness. This outcome was in line with Vohra (2016), Kadalgi (2017) and Gajanan (2019).

Social participation

It is obvious from the Table 1 that, two-third 66.67 per cent of the respondents had medium level of social participation followed by high (18.33%) and low (15.00%) levels of social participation. The probable reason for the above trend might be that, as a member of society everyone must cooperate with one another in order to attain greater returns for engaging in appropriate and timely operations in farm production. It is necessary to be a member or office bearer in such societies that directly include farming. The result was consistent with the findings of Babu (2016) and Gajanan (2019).

Scientific orientation

It is evident from the Table 1 that more than two-third (67.50%) of the respondents had medium scientific orientation followed by low (18.33%) and high (14.17%) levels of scientific orientation. The probable reason for the above trend might be that majority of the respondents had medium level of scientific orientation. The respondents high level of education and extension interaction may be the cause of the above tendency. Extension techniques that make it simple to understand scientific technologies and support in controlling farmers thought abilities scientifically may be applied. The outcome were consistent with those of Yadav (2016) and Gurjar (2017).

Economic orientation

It is revealed from the Table 1 that more than two-third (68.33%) of the respondents had medium economic orientation followed by low (17.50%) and high (14.17%) levels of economic orientation. The probable reason for the above trend might be that majority of the respondents had medium level of economic orientation. People had a constant desire to work for money in order to raise their socio-economic level and raise their standard of living. The study respondents were not an exception to this type of desire. The competition amongst individuals to raise their standard of living to clear previous debts and meet family obligations led to a medium level of economic motivation. The results were consistent with those of Vinayakumar *et al.* (2013) and Gurjar (2017).

Achievement motivation

It is inferred from the Table 1 that two third (66.67%) of the respondents belonged to medium achievement motivation category followed by low (21.67%) and high (11.66%) achievement motivation categories. The probable reason for the above trend might be that the majority of the respondents had medium level of achievement motivation. Achieving goals motivates people by emotionally compelling them to act on their actual goals, which forces them to go forward and achieve their objectives. Respondents participation in RBKs programmes may have enhanced their internal motivation to achieve their aims and objectives. The findings are consistent with studies conducted by Kiran (2011) and Singh *et al.* (2019).

The findings of the study clearly indicated that more than half of respondents were middle aged, educated up to college level and middle school, had medium level of annual income with marginal and small farm size, medium level of farming experience, medium level of training undergone, extension contact, mass media exposure, innovativeness, social participation, scientific orientation, economic orientation and achievement motivation.

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