



Strengthening Agri-Logistics for Rythu Bharosa Kendras (RBKs) in Andhra Pradesh

Challenge

India's agricultural sector, despite being a cornerstone of the economy, continues to face systemic challenges related to last-mile delivery of certified inputs, lack of access to advisory services, and fragmented supply chains. In Andhra Pradesh, these challenges are particularly acute in rural and remote regions where small and marginal farmers often struggle to access timely and affordable farm inputs.

In a bid to overhaul this system, the Government of Andhra Pradesh, through the Andhra Pradesh State Agro Industries Development Corporation Ltd. (**AP AGROS**), conceptualized **Rythu Bharosa Kendras (RBKs)** – village-level centers acting as one-stop shops for high-quality, certified agri inputs and knowledge services. The goal was not only to make inputs available but to bring them directly to the farmers' doorsteps – ensuring convenience, transparency, and equitable access.

The RBK model provided a visionary blueprint for agriculture support, but its implementation posed several complex challenges namely:

- Timely distribution of certified seeds, fertilizers, and pesticides.
- Streamlining hub-to-spoke delivery of diverse agri inputs across thousands of village secretariats in 13 districts, with minimal pilferage or damage.
- Coordinating inventory visibility and payment across decentralized rural locations.
- Developing a robust system to manage inventory, monitor order status, generate reports, and ensure accountability at every stage of the supply chain.

To operationalize this vision at scale, the government needed a robust logistics and warehousing partner with the capability to implement technology-enabled platforms, comply with regulatory requirements, and ensure real-time visibility and accountability across a large-scale operation.

Solution

Raminfo, in collaboration with a consortium of partners, stepped in as a strategic logistics and digital transformation partner for AP AGROS. With over 30 years of experience in delivering public-sector technology and logistics solutions, Raminfo brought a unique blend of operational excellence and domain expertise to the table.

Raminfo's responsibilities included:



- **Warehouse & Logistics Management:** Establishing and operating district-wise hubs with stringent quality, security, and compliance standards. Raminfo was responsible for the safe transit of goods from hub to spoke, including management of pilferage, leakage, and reverse logistics.
- **Technology Enablement:** Raminfo deployed a unified software platform connecting all RBKs, enabling real-time order tracking, delivery status, stock visibility, and performance analytics. The platform also supported farmer interactions through village kiosks.
- **Service Delivery Commitments:** Orders placed by farmers at the RBK kiosks were processed and delivered within a guaranteed 48-hour lead time, ensuring timely access to critical inputs during peak agricultural seasons.
- **Transition Phase Handling:** During the initial phase of implementation, Raminfo handled payment collection from farmers, ensuring secure fund transfers to designated government accounts before delivery. As the model matured, the responsibility transitioned to trained RBK staff, while Raminfo continued overseeing logistics and inventory flow.

Impact

The logistics partnership for RBKs has generated tangible impact at both operational and community levels.

- Seamless digital agri-input delivery across **13 districts** of Andhra Pradesh
- Reliable last-mile delivery across **676 mandals, 4 zones** and **11,000+ RBKs**, reducing farmer travel and costs.
- Benefited over **45 lakh farmer households** in Andhra Pradesh.
- **60,000+ metric tonnes** of agri inputs delivered through the RBK framework in the initial phases alone.
- **48-hour delivery assurance** improved farmer trust and reduced market dependency.
- Transparent input distribution and reduced leakages.
- Stronger convergence between e-governance platforms and rural agriculture infrastructure.
- The RBK logistics model can be used as a replicable framework for other states

Raminfo played a pivotal role in operationalizing one of India's most ambitious agri-retail transformation programs through its engagement with AP AGROS. With its deep public-sector roots and a strong technology backbone, Raminfo continues to enable inclusive development and smarter agri-logistics for a better, more resilient India.