

KISAN CALL CENTRE

In order to harness the potential of ICT in Agriculture, Ministry of Agriculture & Farmers Welfare launched the scheme “Kisan Call Centres” (KCCs) on January 21, 2004. Main aim of the scheme is to answer farmers’ queries on a telephone call in their own language. These call centres are working in 21 different locations in the country covering all the States and UTs. A countrywide common eleven digit Toll Free Number 1800-180-1551 has been allotted for Kisan Call Centre. This number is accessible through mobile phones and landlines of all telecom networks including private service providers. Replies to the farmers’ queries are given in 22 local languages.

Kisan Call Centre services are available from 6.00 AM to 10.00 PM on all seven days of the week at each KCC location. Kisan Call Centre agents known as Farm Tele Advisors (FTAs), who are graduate or above (i.e. PG or Doctorate) in Agriculture or allied sectors (Horticulture, Animal Husbandry, Fisheries, Poultry, Bee-Keeping, Sericulture, Aquaculture, Agricultural Engineering, Agricultural Marketing, Bio-Technology, Home Science, etc.) and possess excellent communication skills in respective local language.

Queries which cannot be answered by FTAs are transferred to higher level experts. These experts are Subject Matter Specialists (SMSs) of State Departments of Agriculture (SDAs), ICAR Institutes, KVKs and State Agricultural Universities (SAUs).

A Kisan Knowledge Management System (KKMS) has been developed to capture all the details of the caller and sending gist of answer given through SMS. KKMS has its independent website : <http://dackkms.gov.in>. The KCC, FTAs working at various KCC locations throughout the country have access to this website through their specific IDs and password provided to them.

Kisan Call Centre Location and Languages

S. No.	Location	States/ UTs Covered	Language
1	Guntur	Andhra Pradesh	Telugu
2	Hyderabad	Telangana	Telugu
3	Patna	Bihar	Hindi
4	Ranchi	Jharkhand	Hindi
5	Jaipur	Delhi	Hindi
		Rajasthan	Hindi
6	Ahmadabad	Gujarat	Gujarati
		Dadra & Nagar Haveli	Gujarati
		Daman & Diu	Gujarati/Konkani
7	Chandigarh	Haryana	Hindi
		Punjab	Punjabi
		Chandigarh	Punjabi
8	Solan	Himachal Pradesh	Hindi
9	Jammu	Jammu & Kashmir	Dogri/Kashmiri/Ladakhi
10	Bengaluru	Karnataka	Kannada
11	Trivandrum	Kerala	Malayalam
		Lakshadweep	Malayalam
12	Jabalpur	Madhya Pradesh	Hindi
13	Raipur	Chhattisgarh	Hindi
14	Pune	Maharashtra	Marathi
		Goa	Konkani/Marathi
15	Coimbatore	Tamil Nadu	Tamil
		Puducherry	Tamil
16	Kanpur	Uttar Pradesh	Hindi
17	Pant Nagar	Uttarakhand	Hindi
18	Kolkata	West Bengal	Bengali
		Sikkim	Sikkimese/Nepali/Hindi
		Andaman & Nicobar	Bengali, Tamil, Hindi
19	Bhubaneswar	Odisha	Oriya
20	Guwahati	Arunachal Pradesh	Hindi/Adi
		Assam	Assamese
		Manipur	Manipuri
		Nagaland	Nagamese
21	Agartala	Tripura	Bengali
		Mizoram	Mizo
		Meghalaya	Khasi/Garo/Jayantia

Features of Kisan Call Centre

KCCs provide reliable and efficient services due to following technological innovations and state of the art hardware/software tools:

- i) Dedicated MPLS leased line network with dedicated bandwidth.
- ii) Call barging to facilitate listening of call conversation between FTA and the caller by the Supervisors/Officer monitoring the quality of service provided by KCCs.
- iii) 100% call recording and retention of recorded calls for six months so that call can be listened to in case of a complaint.
- iv) SMS to caller farmers providing a gist of advisories given to them on phone.
- v) Voice mail system for recording farmer's queries during idle time of KCC or during call lines busy with provision for call back to the caller.
- vi) Back up through Fixed Cellular Terminal (FCT) in case of PRI line failure.
- vii) Up-scaling the knowledge of FTAs by way of imparting training on soft skills, pre-seasonal training, technical training once in four months, field exposure, latest versions of guide books and booklets issued by the SDAs or SAUs.
- viii) Facility of Video Conferencing at each KCC for interaction of KCC-FTAs with the Divisional/Zonal level Officers of the State Agriculture and allied departments.
- ix) Provision for registering the farmers for receiving SMS sent through m-Kisan.
- x) CCTV Camera at each KCC location for online monitoring.
- xi) Bio-metric Attendance System (BAS) at each KCC.
- xii) Feedback on performance of FTAs at the end of each call.

Involvement of States

The States are actively associated in the following manner to improve services provided by KCCs :-

- i) Pro-actively involving in KCCs for supervising the quality of extension services provided by the KCC-FTAs
- ii) Initiate publicity in print and electronic media locally.
- iii) Appointment of a State KCC Nodal Officer and providing details of 5 Sectoral Experts (Agriculture, Horticulture, Animal Husbandry & Fishery, Plant Protection/Soil Health and Meteorology).
- iv) Online monitoring by Virtual Phone Network (VPN) installed at system of identified officers of States.
- v) Keeping the KCC-FTAs apprised about new schemes/programmes/contingency plans taken by Government of India and State Government.
- vi) Providing the KCC-FTAs with latest version of guide books and booklets brought out by the State Government and the local Agricultural Universities.
- vii) Holding Video Conference on pre-announced dates for interaction of KCC-FTAs and the Divisional/Zonal level officers of the State Agriculture and allied departments.
- viii) Ensuring exchange of work between FTAs of KCCs and Assistant Technology Managers (ATMs) under ATMA for a fortnight twice in a year.
- ix) Ensuring that KCCs give weekly feedback to the SDAs and allied Departments regarding the nature of calls including area specific prevalence of crop diseases, pest infestation, etc.
- x) Providing season specific short text messages for playing during call waiting period.
- xi) Inviting KCC-Supervisor in monthly ATMA Review Meeting for better interaction.