

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1129
ANSWERED ON:20.03.2012
PERFORMANCE OF KCCS
Ajmal Shri Badruddin

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government is aware about the poor performance as well as response to Kisan Call Centres (KCCs) in Assam;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) whether any strategy to improve the Kisan Call Centres in Assam is under consideration/has been finalised; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SHARAD PAWAR)

(a): The Department of Agriculture and Cooperation is closely monitoring the performance of the Kisan Call Centre (KCC) in Assam and taking necessary steps to improve its performance and also encourage farmers to avail the services of this Kisan Call Centre.

(b): With massive awareness campaign launched by the Ministry during 2009-10 onwards and systemic improvements in KCC functioning, there has been significant improvement in the call flow at the Kisan Call Centre in Assam.

(c): Yes, Madam.

(d): Continuous efforts are being made to improve the performance of the KCC, Assam keeping in view large population of farming community in the State. In order to ensure answer to all calling farmers without any hold up, number of KCC agents in the state have been doubled. For further improvement in the working of Kisan Call Centre in Assam, following initiatives have been taken:

1. The States have been asked to get closely associated in:

- i) Supervising the quality of information provided by the KCC Agents and also in escalation of unanswered call.
- ii) Identifying group of experts from the State to assist KCC agents in call conferencing mode.
- iii) Launching a major publicity campaign.
- iv) Keeping the KCC agents apprised of all new schemes and programmes being implemented in the State.
- v) Organizing interaction of KCC agents with the Divisional/Zonal Level Officers of the State Agriculture and allied departments every month.
- vi) Getting weekly feedback from KCC regarding nature of calls including area specific prevalence of crop diseases, pest infestation etc.

2. In addition to the above, new technologies like voice mail, internet Protocol Private Branch Exchange (IPPBX), call recording, call barging, redundant internet bandwidth etc. are being introduced.