

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:6241
ANSWERED ON:15.05.2012
MODERNISATION OF KISAN CALL CENTRES
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Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government is contemplating to modernise the Kisan Call Centres of the country to provide instantaneous agri extension services to farmers over telephone with the inclusion of several new features in the XIth Plan period;
- (b) if so, the details thereof, State-wise including Andhra Pradesh; and
- (c) the funds released and spent for the purpose so far, State-wise?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE, FOOD PROCESSING INDUSTRIES AND PARLIAMENTARY AFFAIRS (SHRI HARISH RAWAT)

(a): Yes, Madam.

(b): Queries of farmers of all Union Territories & States throughout the country are already being answered in 22 languages through Kisan Call Centers (KCCs) at 13 locations. KCCs are accessible by dialing a single nation-wide toll free number 1800- 180-1551 through landline as well as mobile numbers of all telecom networks from 6.00 AM to 10.00 PM on all days a week and all 365 days in a year. State wise location of Kisan Call centre is placed at Annexure-I.

During XIth Plan period a new Service Provider for KCC namely IFFCO Kisan Sanchar Limited (IKSL) has been identified through competitive bidding process to set up state of the art KCCs at identified locations including Andhra Pradesh. The restructured KCCs will be more professional on account of the following new features being included:

a) Voice/Media Gateways [Internet Protocol Private Branch Exchange (IPPBX) based decentralized system]. b) Dedicated MPLS leased line network with dedicated bandwidth. c) Provision for call barging. d) SMS to caller farmers providing a gist of advisories given to them on phone. e) Voice mail system for recording farmer's queries when KCC is closed and when all lines busy, with provision for call back to the caller. f) Soft phones in every personal computer with caller ID facility. g) Up scaling the knowledge of CCAs by way of providing latest versions of guide books and booklets issued by the State Agricultural Department or the Agricultural Universities. Facility of video conferencing at each KCC for interaction of KCC agents. h) Call Conference and Call Escalation for advice by higher level experts

(c): Under Kisan Call Centre Programme, funds are not allocated to individual State but to the agency identified by Department of Agriculture and Cooperation as a Service Provider for KCC programme. Funds for telephone charges are released to telecom service provider i.e. BSNL presently. Utilization of funds since the inception of the Scheme (in January, 2004) is ` 36.90 crore.