

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:248
ANSWERED ON:26.02.2013
SETTING UP OF KISAN CALL CENTRES
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Will the Minister of AGRICULTURE be pleased to state:

- (a) the number of Kisan Call Centres sanctioned and running in the country including Odisha, State-wise;
- (b) whether these centres are providing adequate agricultural information and if so, the details of the machinery available with the Government in this regard;
- (c) the necessary steps taken by the Union Government to improve the participation of State Governments to strengthen these Kisan Call Centres;
- (d) whether the Government proposes to set up new Kisan Call Centres in various States;and
- (e) if so, the details thereof, State-wise and the time by which these centres are likely to be set up?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (SHRI TARIQ ANWAR)

(a) The Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India launched the Kisan Call Centre (KCC) Scheme in the country on January, 21, 2004. At present the Kisan Call Centres are functioning from 14 locations of the country including Odisha. State-wise details of Kisan Call Centres (KCCs) sanctioned and running in the country are at Annexure-I

(b) Yes, Madam. All KCC locations are accessible by dialing single toll free number 1800-180-1551 from 6.00 AM to 10.00 PM on all 7 days a week nationwide. This number is accessible through all mobile numbers of all telecom networks as well as land lines.

The Ministry has identified IFFCO Kisan Sanchar Limited (IKSL) as Service Provider of Kisan Call Centre Scheme who have deployed 278 Call Centre Agents (including 20 Supervisors) to respond to the farmers' calls.

The present Kisan Call Centres are equipped with the state of the art technology having a number of new features viz. Internet Protocol Private Branch Exchange (IPPBX), redundant Internet bandwidth, 100% call recording/ call replay, call barging, voice mail service during call waiting or when KCC is not working, SMS to caller farmers giving a gist of reply given by KCC.

(c) In order to improve the participation of State Governments to strengthen these Kisan Call Centres, following initiatives have been taken by the Ministry of Agriculture:

- (i) Identification of a State level Nodal Officer for KCC by each State.
- (ii) The State Government have been requested to closely associate in supervising the quality of information provided by the KCC agents and also in escalation of unanswered calls to experts at different levels for correct answer to farmers.
- (iii) Launching a major publicity campaign through print/electronic media for creating awareness about the scheme
- (iv) Identifying group of experts from the State to assist KCC agents in answering the farmers' queries, which the KCC agent is not able to answer, in a call conferencing mode.
- (v) Keeping the KCC agents apprised of all new schemes and programmes being implemented in the state.
- (vi) Organizing interaction of KCC agents with the Divisional/Zonal level officers of the State Agriculture and allied departments every month.
- (vii) Getting weekly feedback from KCC regarding nature of calls including area specific prevalence of crop diseases, pest infestation etc.

(d) & e) The existing 14 Kisan Call Centres are serving the needs of farmers in the entire country. However, the State-wise call flow is being closely monitored at these KCCs. As and when calls increase beyond a threshold in a particular State, decision regarding setting up of a new Kisan Call Centre in that State would be taken.

