

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:444
ANSWERED ON:26.02.2013
KISAN CALL CENTRES
Reddy Shri Modugula Venugopala

Will the Minister of AGRICULTURE be pleased to state:

- (a) the number of phone calls registered under the Kisan Call Centres in the country during the last three years and the current year, State-wise;
- (b) whether the farmers are satisfied with the suggestions given through Kisan Call Centres;
- (c) if so, the details thereof; and
- (d) the steps being taken by the Government to give quality suggestions to the farmers and improve the facility of Kisan Call Centres by equipping them with modern technology of international standards and provide round the clock services to the farmers?

Answer

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

- (a) Details of State-wise number of phone calls registered in the software of Kisan Call Centres in the country during the last three years and current year till January, 2013 have been provided in Annexure-I.
- (b) Yes, Madam.
- (c) A study on evaluation of impact of Kisan Call Centres (KCCs) conducted by Administrative Staff College of India, Hyderabad(ASCI) in the year 2007, revealed that 84% of the farmers expressed overall satisfaction with the advice provided to them by Call Centre Agents (CCAs). The study also pointed out that KCC advice resulted in effective control of pests, weeds and diseases and better management of fertilizer use. Advice given by KCCs enabled the farmers to take timely decisions and, in the process, crop production and productivity went up.
- (d) IFFCO Kisan Sanchar Limited (IKSL), a subsidiary of IFFCO, has been identified as Service Provider for KCC through a competitive bidding process for setting up state of the art KCCs at identified locations. Quality of services in the restructured & revamped KCCs has improved on account of the following technological features:
 - (a) Voice/Media Gateways (IPPBX based decentralized system).
 - (b) Dedicated MPLS leased line network with dedicated bandwidth.
 - (c) 100% call recording/ call replay
 - (d) Call barging.
 - (e) SMS to farmers providing a gist of advisories given to them on phone.
 - (f) 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.
 - (g) Soft phones in every personal computer with caller ID facility.
 - (h) 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.
 - (i) Facility of video conferencing at each KCC for interaction of KCC agents with the Divisional/Zonal Level Officers of the State Agriculture and allied departments as well as on-line and physical monitoring of the working of KCCs.
 - (j) Call Conference and call Escalation for advice by higher level experts.

Though the working hours of the KCC are from 6 AM to 10 PM, the farmers can access the KCC toll free number from 10.00 PM to 6 AM through IVRS and record their queries on voice mail to receive call back by the KCC.

