

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:874
ANSWERED ON:10.12.2013
KISAN CALL CENTRES
Yadav Shri M. Anjan Kumar

Will the Minister of AGRICULTURE be pleased to state:

- (a) the number of Kisan Call Centres approved and functioning in the country, State- wise including Andhra Pradesh;
- (b) whether these call centres are adequate to provide information with regard to agriculture to the farmers;
- (c) the steps taken by the Government 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?

Answer

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

(a): At present, the Kisan Call Centres are functioning from 14 locations of the country including Andhra Pradesh. State-wise details of Kisan Call Centres (KCCs) approved and functioning in the country are at Annexure-I

(b): Yes, Madam.

Required manpower as per the existing call flow has been deployed at these call centres. Call flow at these centres is being closely monitored to augment the manpower as per need. As against 212 Farm Tele Advisors (FTAs) at these KCCs during May 2012, the approved capacity as on date is 376. These FTAs are at least graduates in agriculture or allied sectors. Their knowledge and skill is continuously upscaled through training, expert interactions and by providing latest versions of guide books and booklets issued by the State Agricultural Department or Agricultural Universities.

(c): 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 farmers' queries during off- time of KCCs or when lines are busy.
- g) 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.
- h) Call Conference and Call Escalation for advice by higher level experts.
- i) Facility to register calling farmer's mobile number for sending SMS messages to them in the areas of their choice in agriculture and allied sector.

(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.