

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

STARRED QUESTION NO:196

ANSWERED ON:10.03.2015

KISAN CALL CENTRES

Gandhi Shri Feroze Varun;Kalvakuntla Smt. Kavitha

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) the details of the Kisan Call Centres presently functioning in various States of the country, State/UT-wise;
- (b) whether these call centres are adequately equipped with the modern technology to deliver the information to the farmers, if so, the details thereof along with the steps taken by the Government to strengthen these call centres;
- (c) whether the Government proposes to set up more kisan call centres in future and if so, the details thereof, location- wise; and
- (d) whether the Government has any monitoring mechanism to evaluate the functioning of these Kisan Call Centres and if so, the details thereof?

**Answer**

MINISTER OF AGRICULTURE (SHRI RADHA MOHAN SINGH)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 196 DUE FOR REPLY ON 10TH MARCH, 2015.

(a): Kisan Call Centres (KCCs) are located at 14 places in the country. Details of KCCs functioning in various States/Union Territories of the country are given at Annexure I. Farmers can call from 6 AM to 10 PM on toll free helpline number 1800 180 1551 throughout the year and get replies to their queries pertaining to agriculture and allied sectors in their own language.

(b): The Kisan Call Centres are adequately equipped with modern technology to respond efficiently to farmers' queries in the shortest possible time. These centres have state of the art 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 and SMS to caller farmers giving a gist of reply given by KCC.

(c): State-wise flow of calls is monitored closely and a decision to set up an independent Call Centre is taken whenever calls in a State increase beyond a threshold. As of now, the existing 14 KCC locations are adequately serving the needs of farmers in the entire country.

(d): The Department has put in place a structured monitoring platform for KCCs at Kisan Knowledge Management System (KKMS) ([www.dackkms.gov.in](http://www.dackkms.gov.in)) wherein real time status of the call flow in the KCCs under different parameters can be viewed at a dashboard. This is supplemented by monthly MIS report from the service provider IFFCO Kisan Sanchar Limited, periodic visit by the officers of the Department as well as listening to the recorded calls of the farmers through Virtual Private Network as and when required. Farmers' feedback on the quality of response of KCCs is also being captured through a structured IVRS application.