

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1393
ANSWERED ON:02.12.2014
KISAN CALL CENTRES
Mahto Dr. Banshilal

Will the Minister of AGRICULTURE be pleased to state:

- (a) the details of the cost free facilities including Toll Free Number being provided to the farmers through 'Kisan Call Centre' etc. in the country;
- (b) the number of farmers benefited by these facilities in various States, details thereof, States/UT-wise including Chhattisgarh;
- (c) the steps taken by the Government to make the farmers aware about getting benefit of these facilities;
- (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 (SHRI MOHANBHAI KUNDARIA)

(a): Kisan Call Centres (KCCs) have been established at 14 locations in the country to provide extension support on telephone to farmers in all States and Union Territories using a nation- wide toll free number 1800 180 1551. This number is accessible through all mobile numbers of all telecom networks as well as land lines from 6.00 AM to 10.00 PM on all 7 days a week.

The Government has identified IFFCO Kisan Sanchar Limited (IKSL) as Service Provider of Kisan Call Centre Scheme. IKSL has deployed 376 Farm Tele Advisors (FTAs) to respond to the farmers' calls.

The 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 and SMS to caller farmers giving a gist of reply given by KCC.

Apart from responding to farmers queries the KCCs also facilitate their registration for availing the SMS services in agriculture and allied areas. Farmer can give up to 8 choices for his preferred crops/activities. This also includes activities under Animal Husbandry, Fisheries & Dairying in addition to Agriculture & Horticulture. Language choice of the farmer is also being taken regarding SMS advisories. Preference of the farmers for receiving market price of selected markets all over the country at desired periodicity with respect to the crops preferred by him is also registered at the KCCs.

(b): Details of the farmers in various States and UTs benefited by these facilities since inception of the scheme in January 2004 till October, 2014 is given in Annexure-I.

(c): In order to make the farmers aware about getting benefits of these facilities various mass media and publicity initiatives are taken under different programmes as detailed at Annexure-II.

(d) & (e): The existing 14 Kisan Call Centers 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 Center in that State will be taken.