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Kisan Call Centers

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Introduction:

The Department of Agriculture & Cooperation (DAC), Ministry of Agriculture, Govt. of India launched Kisan Call Centers on January 21, 2004 across the country to deliver extension services to the farming community. Since then, the government has opened 14 KCCs across India, which receive around 14,000 call each day.

Around 80 per cent of the callers have questions related to agriculture. Horticulture forms 20 per cent of the total calls, while only 0.83 per cent has questions related to animal husbandry and 0.26 per cent relates to fisheries. Here farmers call on a toll free number 1800 180 1551 from his mobile and Agriculture Experts on the other side reply the farmer queries on the spot.

A network of call center have been established to cover the entire country in all the principle language to enable the farmer get expert advice through a toll free number from any part of country .

The service would be available 24 hour a day. While during office hours there would be immediate response, beyond office hours

the call would be recorded and query answered by post

Objective of kisan call center:

1. To provide an IT enable dynamic encyclopedia for use by farmer, agriculture extension worker, agri-input dealers and other stakeholder in agriculture.
2. To develop a data base which compiles and collates the actual need of the farmers and to classify them in an intelligent format for use by policy makers, researchers, trade and in industry.

Core Components of a Kisan Call Centre (KCC):

Telecom Connectivity (Toll Free Number) Internet Band Width for data exchange. Infrastructure at the KCC location (Desktop, Network, Server, Voice Loggers, Furniture, Air Conditioning etc.) and Width for data exchange. Professional Manpower for handling the calls of farmers. Application Softwares for recording farmer details, call data and other related support systems. Central Server and Data Centre.

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Kisan Call Centre Features:

Information to farmers in local language, Countrywide common toll free number 1800-180-1551, Call-conferencing facility with experts, From 6 am to 10 pm, all days in year. Coverage-Pan India, including all mobile networks, SMS to the farmers, Voice Mail Recording and Reply.

Restructured Kisan Call Centers (May 2012):

Lesser locations with strengthened technology management system – provision of a supervisor for coordination and Admin role, Voice/Media Gateways, Call barging and 100% call recording facility, SMS to caller farmers providing a gist of advisories given to them on phone in local language, Voice mail system for recording farmer’s queries with provision for call back, Facility of video conferencing for upgradation of skills of KCC agents, Centralized monitoring of KCCs at different locations.

Monitoring Mechanism:

Call recording, Call barging, Monitoring at central level, Decentralized monitoring through VPN connectivity, Periodic visit of designated officers to KCCs for monitoring purpose, Reviewing feedbacks of visiting officers from different organizations to the KCC, Farmers feedback over phone.

Infrastructure:

The Kisan Call Center infrastructure is placed at three locations namely

- 1. A professionally managed Call Center (Level-I):** There will be Agriculture/Horticulture Graduates picking up these calls and capturing data.
- 2. A Response Center in each organization (Level-II):** where services of Subject Matter Specialists are made available
- 3. The Nodal Cell (Level-III):** The Level-III is supposed to be manned by a Senior Officer from the Nodal Institution.

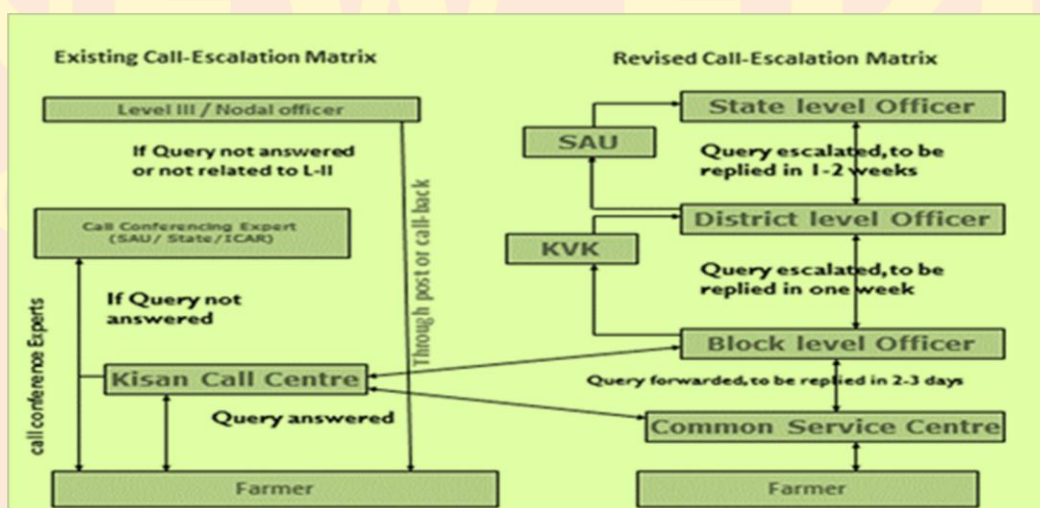


Figure 1: Diagrammatic representation of Kian Call Centre – Call Escalation Matrix

Coordination Issues:

Monthly interaction of Zonal Officers with KCC over Video Conference, Supply of short messages/seasonal advisories by States to KCC every month which are voice recorded and played through KCC IVRS while the farmer call is waiting, States keen on starting their own separate KCCs-Establishment of new KCC in potential States.

Management Issues

Field Training:

Availability the latest books and other literature brought out on regular basis, Massive publicity of KCC by State through local media using the funds under ATMA for publicity of KCC program me, Implementation of Revised Escalation Matrix of KCC taken up only inn Punjab, Rajasthan, Tamil Nadu and West Bengal, other States initiative awaited, Target to reach one third of rural farm families per year by end of 12th plan.

Feedback to university scientist:

Receiving excellent feedback on crop technologies, varieties and pest and disease correlation with weather change, Source to disseminate that information instantly through different media, Source to formulate research projects, Source to plant extension strategies, Source to formulate government policies.