

Kisan Call Centre

1. About KCC:

In order to harness the potential of ICT in Agriculture, Ministry of Agriculture & Farmers Welfare launched the scheme "Kisan Call Centres (KCCs)" on January 21, 2004. Main aim of the project is to answer farmers' queries on a telephone call in their own dialect. The KCCs are managed by a Service Provider i.e. IFFCO Kisan Sanchar Limited (IKSL). At present there are 454 Farm Tele Advisors. IT Division of DAC&FW from 20/08/2014 has been operationalizing KKMS(Kisan Knowledge Management System) from Shastri Park Centre.

1.1 At present these Call Centres are working in 21 different locations covering all the States and UTs. A countrywide common eleven digit Toll Free number 1800-180-1551 or 1551 has been allotted for Kisan Call Centres. This number is accessible through mobile phones and landlines of all telecom networks including private service providers. Replies to the farmers' queries are given in 22 local languages.

1.2 Kisan Call Center services are available from 6.00 am to 10.00 pm on all seven days of the week at each KCC location. Kisan Call Centre agents known as Farm Tele Advisors (FTAs), are graduates or above (i.e. PG or Doctorate) in Agriculture or allied areas (Horticulture, Animal Husbandry, Fisheries, Poultry, Bee-keeping, Sericulture, Aquaculture, Agricultural Engineering, Agricultural marketing, Bio-technology, Home Science etc.) and possess excellent communication skills in respective local languages.

1.3 Queries which cannot be answered by Farm Tele Advisor (FTAs) are transferred to higher level experts in a call conferencing mode. These experts are subject matter specialists of State Agriculture Departments, ICAR and State Agricultural Universities.

2. **Restructuring of KCC Scheme:**

Restructured KCC have a good number of unique features viz. provision of IPBPBX, 100% call recording; call barging; voice mail service; customized IVRs; call conferencing through the experts; playing state specific advisories during call wait time and SMS to caller farmers giving a gist of answers given by the KCC Farm Tele Advisors (FTAS). The farmers calling KCC can also register for receiving SMSs from experts on the subject area provided by them for receiving regular updates on mandi prices of selected mandis and crops.

With effect from 01/09/2018 salary structure of Supervisors and FTAs are enhanced from Rs.18,000/- to Rs.30,000/- and from Rs. 15000/- to Rs.25,000/- per month respectively. KCC starts at 7 new locations namely, Solan, Guntur, Pant Nagar, Ranchi, Raipur, Agartala and Thiruvananthapuram.

4 days induction training programme was organized for newly recruited Supervisors/ Farm Tele Advisors at New Delhi.

2.1 Details of Kisan Call Centres Locations, States/UTs covered and Languages are given in the table below:-

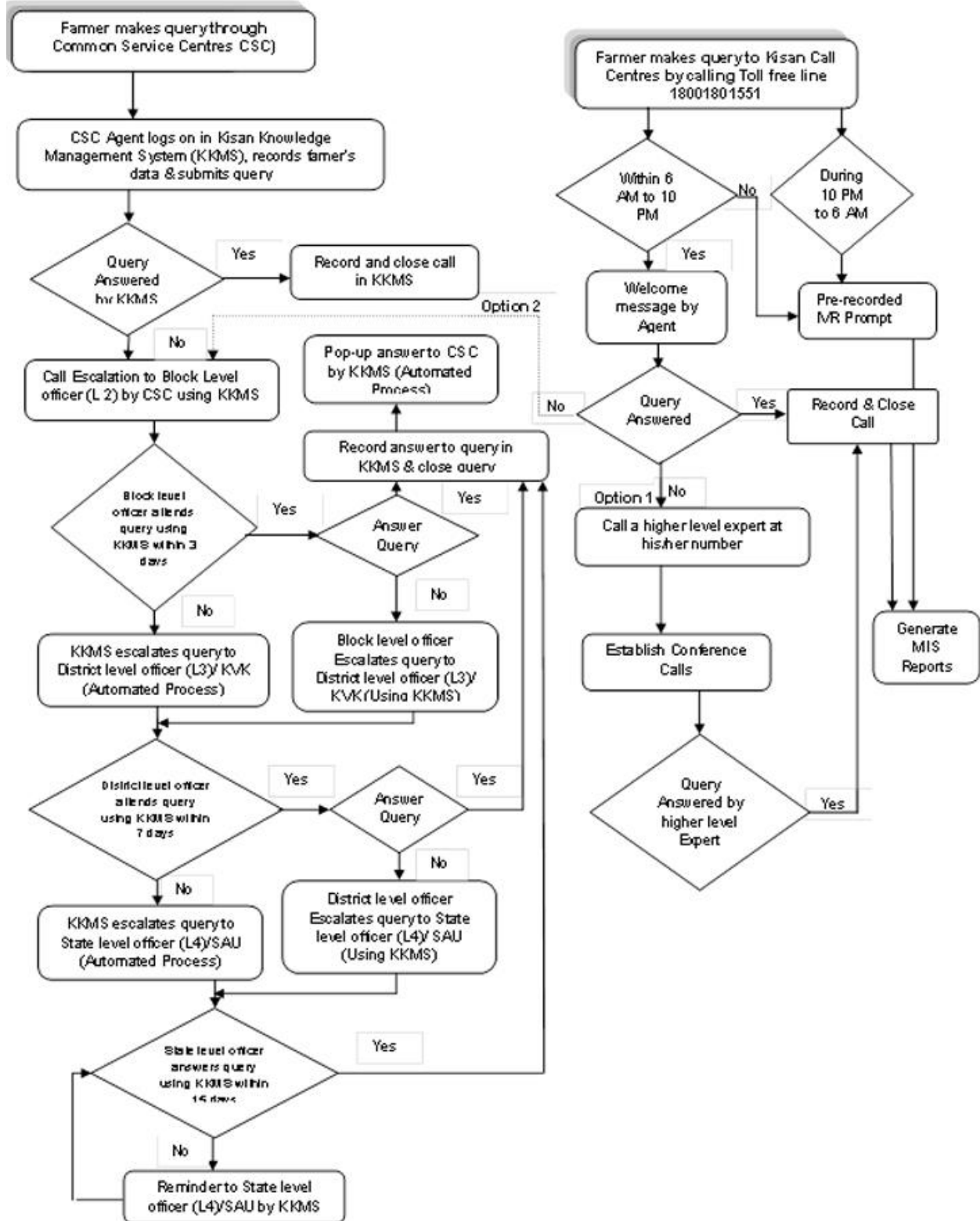
Sl. No	Location	States/ UTs Covered	Language
1	Guntur	Andhra Pradesh	Telugu
2	Hyderabad	Telangana	Telugu
3	Patna	Bihar	Hindi
4	Ranchi	Jharkhand	Hindi
5	Jaipur	Delhi	Hindi
		Rajasthan	Hindi
6	Ahmedabad	Gujarat	Gujarati
		Dadra & Nagar Haveli	Gujarati
		Daman & Diu	Gujarati/ Konkani
7	Chandigarh	Haryana	Hindi/Haryanvi
		Punjab	Punjabi
		Chandigarh	Punjabi
8	Solan	Himachal Pradesh	Hindi
9	Jammu	Jammu & Kashmir	Dogri, Kashmiri,

			Ladakhi
10	Bengaluru	Karnataka	Kannada
11	Trivandrum	Kerala	Malayalam
		Lakshadweep	Malayalam
12	Jabalpur	Madhya Pradesh	Hindi
13	Raipur	Chhattisgarh	Hindi
14	Pune	Maharashtra	Marathi
		Goa	Konkani; Marathi
15	Coimbatore	Tamil Nadu	Tamil
		Pondicherry	Tamil
16	Kanpur	Uttar Pradesh	Hindi
17	Dehradun/ Pant Nagar	Uttarakhand	Hindi
18	Kolkata	West Bengal,	Bengali
		Sikkim	Sikkimese, Nepali, Hindi
		Andaman & Nicobar	Bengali, Tamil, Hindi
19	Bhubaneswar	Odisha	Oriya
20	Guwahati	Arunachal Pradesh	Adi
		Assam	Assamese
		Manipur	Manipuri
		Nagaland	Nagamese
21	Agartala	Tripura	Bengali
		Mizoram	Mizo
		Meghalaya	Khasi, Garo, Jayantia

2.2 Query Escalation Process

The KCC call escalation process has been restructured during April 2011 with an emphasis to involve (i) State Agricultural Department right from Block to State level,(ii) State Agricultural Universities and KVKs as well in facilitating KCC agents to answer farmer's queries by way of call conferencing with the experts from these organizations in the event of the Call Centre Agent not being able to answer the farmers' queries. Active involvement of Common Service Centres(CSCs) and other Stakeholders has also been envisaged. The CSCs follow the similar process of call escalations that of KCCs as detailed below.

Call Receiving and Escalation Matrix in Kisan Call Centre (KCC)



2.3 The number of calls successfully answered in KCCs during the last 4 years and current year upto August, 2018 is given in the table below:-

Number of Calls Received in KCCs

S. No	State	2014-15	2015-16	2016-17	2017-18	2018-19 (Up to Aug. 2018)
1.	Andaman & Nicobar	40	38	408	8	6
2.	Andhra Pradesh	223929	161655	139503	98960	23858
3.	Arunachal Pradesh	459	1404	979	2978	638
4.	Assam	43204	42575	37020	33041	11706
5.	Bihar	138198	186966	241517	198871	87554
6.	Chandigarh		73	85	41	619
7.	Chhattisgarh	10402	38516	59385	50585	17033
8.	Dadar & Nagar Haveli	9	5	8	4	0
9.	Daman and Diu	11	7	2	2	1
10.	Delhi	33139	32215	32035	33393	16321
11.	Goa	98	164	256	419	69
12.	Gujarat	245713	281465	233053	195748	71240
13.	Haryana	240654	280882	317968	327248	152097
14.	Himachal Pradesh	75298	54783	63985	56876	26099
15.	Jammu & Kashmir	108654	78949	84473	90785	42647
16.	Jharkhand	41571	23918	28877	16746	5028
17.	Karnataka	249976	272896	288623	254152	97568
18.	Kerala	28181	22403	22011	17232	6668
19.	Lakshadweep	11	1	4	9	0
20.	Madhya Pradesh	417643	503507	579160	551822	190689
21.	Maharashtra	598443	850349	770341	745326	307973
22.	Manipur	1762	2588	1873	1747	733
23.	Meghalaya	791	1997	1336	1194	258
24.	Mizoram	364	940	106	124	17
25.	Nagaland	345	456	309	322	54
26.	Orissa	252649	402057	351073	259337	84208
27.	Pondicherry	1016	1219	1023	779	228
28.	Punjab	287731	252121	273480	280220	128548

29.	Rajasthan	408322	648088	685547	659451	339560
30.	Sikkim	2667	1616	1063	1596	816
31.	Tamil Nadu	221956	287422	274325	254386	78824
32.	Telangana	-	138968	210396	175413	49272
33.	Tripura	4418	7181	5289	3701	1241
34.	Uttar Pradesh	753842	983505	1273254	1255151	556426
35.	Uttarakhnad	46132	42056	39000	31533	19017
36.	West Bengal	306992	178435	131429	128780	44876
	Total	4795598	5781420	6149196	5727980	2361892

3. Features of KCC

Restructured KCCs are now providing very reliable and efficient services due to following technological innovations and state of the art hardware/software tools:

- (i) Voice/Media Gateways (IPPBX based decentralized system).
- (ii) Dedicated MPLS leased line network with dedicated bandwidth.
- (iii) Call barging to facilitate listening of call conversation between Farm Tele Advisor and Farmer by the officer monitoring the quality of service provided by KCCs
- (iv) 100% Call recording and retention of recorded calls for six months so that the call can be listened to in case of a complaint.
- (v) SMS to caller farmers providing a gist of advisories given to them on phone.
- (vi) 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.
- (vii) Soft phones in every personal computer with caller ID facility.
- (viii) Back up through Fixed Wireless Telephone (FWTs) in case of PRI failure.
- (ix) Up scaling the knowledge of FTAs by way of providing latest versions of guide books and booklets issued by the State Agricultural Department or the Agricultural Universities. Facility of video conferencing of 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 monitoring for the working of KCCs.

- (x) Provision for registering the farmers for receiving SMS messages on agri-advisories and mandi prices of different commodities as per their priority.
- (xi) Call holding time substantially reduced to less than 30 seconds
- (xii) KKMS simplified to enable FTAs to initially reply farmers query.
- (xiii) Farmers rating for FTAs monitoring.
- (xiv) Biometric attendance system of FTAs & Supervisors.

4. **Involvement of States**

The States are actively associated in the following manner to improve services provided by KCCs:

- (i) Proactively involving in KCCs for supervising the quality of extension services provided by the KCC agents and ensuring the revised escalation matrix under KKMS and higher level officers keep a track of the answers given at lower level.
- (ii) Initiate publicity in print and electronic media locally.
- (iii) Coordinating with the State IT Department to get the scheme rolled out through the CSCs and appointment of a Nodal Officer for KCCs.
- (iv) Online monitoring by using Skype
- (v) Keeping the KCC agents apprised about new scheme/programmes/contingency plans taken by GOI and State Governments.
- (vi) Providing the KCC agents with latest versions of guide books and booklets brought out by the State Government and the local Agricultural Universities.
- (vii) Organizing monthly video conference on pre-announced dates in the university campus or through State Information Centre for interaction of KCC agents with the Divisional/Zonal level officers of the State Agriculture and allied departments.

- (viii) Ensuring exchange of work between Farm Tele Advisors of KCCs and Assistant Technology Managers under ATMA for a fortnight twice in a year
- (ix) Ensuring that KCCs give weekly feedback to the State Department of Agriculture and allied departments regarding the nature of call including area specific prevalence of crop diseases, pest infestation etc.
- (x) To check the progress of calls received in various sectors, information is available on dackkms.gov.in dash board.