

Kisan Call Centre: A Channel for Scientific Information Sharing

Longma Yanger Pongen*

Krishi Vigyan Kendra,
Tuensang, Nagaland



*Corresponding Author

Longma Yanger Pongen*

E-mail: longmakvk@gmail.com

Article History

Received: 13. 05.2021

Revised: 20. 05.2021

Accepted: 27. 05.2021

This article is published under the terms of the [Creative Commons Attribution License 4.0](https://creativecommons.org/licenses/by/4.0/).

INTRODUCTION

Scientific Information sharing targeting the real clientele has been a major challenge in Agriculture development. Improper Infrastructure meant for dissemination of Information has created a barrier for timely diagnosis of farmers' pledge. Recent advancement in Information and Communication Technology (ICT) has made it possible to bridge the gap by introducing the system of Call Centre in Agriculture. Ministry of Agriculture took the initiative to launch a scheme popularly known as Kisan Call Centres (KCC) on January 21, 2004. These call centres are placed in 21 identified locations covering all the states and union Territories. A countrywide common Toll Free eleven digit numbers "1800-180-1551" has been allotted and is accessible through mobile and landline telecom services, it is also accessible by dialling the single toll free number "1551". KCC functions in 3 seating, it starts from 6:00 A.M. to 2:00P.M, 2:00 P.M to 10:00 P.M and between them there is a special seating from 10:00 A.M to 6:00P.M. Calls can be made between 6:00 A.M to 10:00 P.M seven days a week, and responses are replied in 22 local languages as per the understanding of the farmer. Call made between 10:00 P.M to 6:00A.M are responded through pre-recorded Interactive Voice Response (IVR).

The concept of Agriculture Call Centre first appeared in Europe in 1980's which spread to other countries. In India Agriculture Farmer Call Centre was first inaugurated in Andhra Pradesh on July 2nd 2003 with an Innovative idea of Transferring novel scientific Technology in Agriculture to the farming Community. Government of Andhra Pradesh launched the Project known as Parishkaram Call Centre with experience Scientist from N.G. Ranga Agricultural University as experts.

Objectives:

1. To harness the knowledge in the field of Agriculture and related areas and to disseminate them amongst the farming community.
2. To provide an enabled dynamic encyclopaedia for use by farmers, agriculture extension workers, agricultural input dealers and various other stakeholders in agriculture.
3. To create a database, this compiles and correlates the actual location specific need of farmers and to classify them in an intelligent format for use by decision makers, researchers, traders and industrialist.
4. To provide an opportunity to the scholars and agricultural scientist to play a dynamic role in the transformation of agriculture to a sustainable one.
5. To establish a network of relationship among the scientist/experts, policy makers, extension workers, farmers and other stakeholders.
6. To tap the traditional knowledge systems available with the farming community to enrich the knowledge bank in agriculture sector and their application in the farmers fields.

Operational Mechanism of Kisan Call Centre:

Kisan Call Centre Agents also known as Level -I agents or Farm Tele Advisors (FTAs) responds to the farmer queries received through telephonic call instantly. Queries which cannot be answered are transferred to higher level expert (Level -II) in a call conferencing mode. These experts are the subject matter specialist of State development Departments, ICAR and State Agricultural Universities. The queries are further escalated to Level III expert if the question remains unanswered. Individuals who are graduate and above (i.e.PG or Doctorate) in Agriculture or allied disciplines having good communication skills in local language are preferred as Farm Tele Advisors. The KCC call escalation process has been restructured during 2011 with

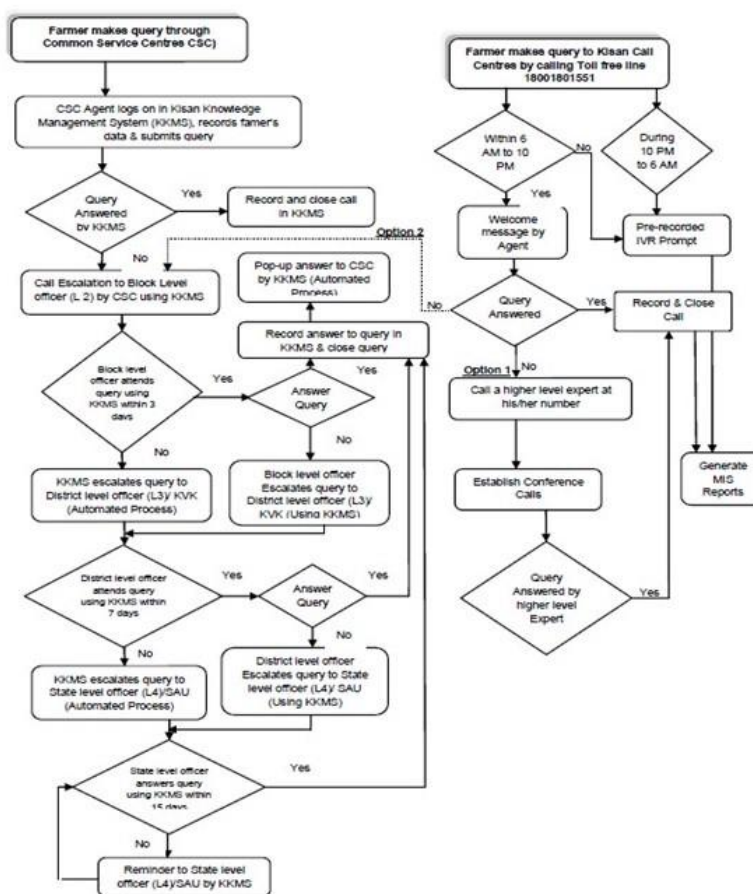
an emphasis to involve state Agricultural Department right from Block to state level, more participation from State Agricultural Universities and KVKs. The involvement of Common Service centres and other stakeholders has improved the KCC functioning. KCC have also been further revamped by consolidation and appointing a new service provider for KCC namely IFFCO Kisan Sanchar Limited (IKSL) (A subsidiary of IFFCO) to set up state of the art KCCs at 21 identified locations. The restructured KCCs are now more professional with technological innovations.

Call receiving and escalation matrix in Kisan Call Centres (KCC)

Under the new restructured KCC call escalation matrix a farmer apart from dialling the toll free number of either 1800-180-1551 or 1551 can also visit the nearest Common Service Centre (CSC) and put-up the query. The KCC has a separate web portal to records all the information exchange taking place under KCC known as Kisan Knowledge Management System (KKMS) which can be accessed by logging into the website available at www.dackkms.gov.in. The Agent working at Common Service Centre (CSC) logs into this portal and submits the query after recording the farmers details, the responses to a query is made available at KKMS portal itself, if the farmer is satisfied with the response it is recorded and case ended, however if the farmers is not satisfied with the response it is escalated to Block Level Officer(L-II) by CSC using KKMS portal, within a period of 3 days the BLO has to reply the query, if the response is unsatisfactory it is further escalated to District Level Officers(L-III)/ KVKs where they are to reply within a period of 7 days.If the farmer is still not satisfied with the response, it is further escalated to State Level Officers (L-IV)/State Agricultural University, here the response are expected to be delivered within 15 days. All this query escalation takes place in KKMS platform itself, a reminder is also send after a lapse of 15 days if no response is delivered, in

this manner a query is finally settled. The portal also has a provision for Farmer and other stake holders to access the site to brows

the package of practices by simply clicking on the 'Kisan login' displayed on the front page of the web-site.



Advantage of Kisan Call Centre

1. Information and Communication Technology (ICT) enabled extension system.
2. Farmer centric, localized and local language based system.
3. Network independent service at no charges.
4. 24x7 Service is available from 6am to 10pm then IVRS later.
5. Best feedback ICT enabled extension tool.
6. Pests and diseases can be forecasted in macro level and act upon based on call trend.
7. Extension-Farmer-Scientist linkage is strengthened.

8. Farmer is confident as it enables him to express his agricultural field problem.
9. Farmer is confident of getting advised when required.

REFERENCES

Madhu, B. (2020). Paper presented on the Topic “Kisan Call Centre” under MOOCs platform during the online course - Application of ICT in Agriculture, organized by MANAGE, Hyderabad.

Kisan Call Centre available at <https://agricoop.nic.in/sites/default/files/KCC%20WEBSITE.pdf> retrieved on 4th may 2021.

<https://dackkms.gov.in/account/aboutus.aspx>