

F. No. 16-24/2018-KCC/EM
Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare

Krishi Bhawan, New Delhi-01
Dated: November 20, 2018

To
Principal Secretary (Agriculture)/Secretary (Agriculture)
(All States)

Subject: Kisan Call Centre(KCC) Programme - State Nodal Officers & Sectoral Experts.

Sir/Madam,

The Kisan Call Centre (KCC) Scheme is implemented by Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India. Objective of the Scheme is to answer farmers' queries in their own language through telephone call. A countrywide common eleven digit Toll Free Number 1800-180-1551 is allotted for KCC. M/s IKSL is operationalising the KCC on behalf of this Department. As of now, State of the art KCCs have been established at 21 locations across the country catering to needs of all the States and UTs. These are manned by Farm Tele Advisors (FTAs) between 6.00AM to 10.00 PM throughout year. The FTAs are graduate or above in Agriculture or allied disciplines.

FTAs are thus the interface agents for successful and quality reply to the farmers. As such equipping them with updated information of the Agriculture schemes and policies from both centre and states is very important. To this objective, a 4 day national training programme was organised for FTAs during 27-30 August, 2018. However, since Agriculture is a State subject and most of the Agriculture activities are performed at state level, involvement of State Governments in training & equipping of FTAs is essential.

As a first step, States are requested to nominate one "**State Nodal Officer for KCC**", as the state's interface point of the scheme. Further KCCs have provision for escalation of calls incase of specialised queries by farmers. For suitably answering the escalated replies, sectoral experts are needed. Hence, it is also requested to nominate 5 sectoral experts from areas of Agriculture, Horticulture, Animal Husbandry & Fishery, Plant protection & soil health and meteorology. Names, contact no., mail id of the experts may please be provided on priority.

Some other action points for strengthening the services of KCCs like training of FTAs, Field exposure, Publicity etc. are required, as detailed in **Annexure**. I request your personal intervention in aligning the above issues, so that KCCs can be efficiently utilised for addressing farmers' queries.

Encl: As above

Yours faithfully,

Atish Chandra
20/11/19

(Atish Chandra)
Joint Secretary (Extension)

IMPORTANT ACTION NEEDED AT STATE LEVEL FOR BETTER UTILIZATION OF KCC SERVICES:**1. Training of FTAs and Supply of Latest Information/Booklets:**

- i. Latest version of guide books and booklets issued by the State Agriculture Department or the Agricultural Universities may be provided in sufficient numbers to KCCs.
- ii. All the SAUs and State Department of Agriculture & Allied Sectors may provide latest advisories/information to KCC to keep the KCC-FTAs better informed. The Farmer Friendly Hand Book brought out by the concerned State may be made available to the KCCs, preferably as a searchable database.
- iii. Training on generic issues and interactive training through concerned States on monthly basis involving the Regional Level Officers of State and KVKs need to be organized. The States may use Video-Conferencing mechanism to train the KCC-FTAs.
- iv. Provision of additional information to the KCCs by the State Department of Agriculture & Allied Sectors.

2. Publicity:

States may give adequate publicity to KCC by placing posters at important places. Publicity of the KCC is also to be done through ads in local newspapers as well as through electronic media.

3. Short Text Advisories:

While the farmer is waiting for his call to mature in the KCC, very short (5-10 seconds duration) season specific voice based advisories can be provided by concerned States to be played. At least, 10-15 advisories in text form (5-10 seconds duration) may be prepared every month and sent by email to KCC Supervisor of your State with a copy to Director(Extn.) & JD(Extn.), (GoI) at mail ids. These advisories may be generic in nature, seasonal and State specific. These text messages are converted into voice based advisories and shall be upload in the IVRS System of KCC.

4. Field Exposure to KCC FTAs:

KCC FTAs may be deputed to nearby ATMA on rotation basis to work as an Assistant Technology Manager (ATM) for a period of at least a fortnight each in Kharif and Rabi Crop Seasons. This will give a field exposure to the FTAs and help in better understanding of the farmer's issues.

5. Other issue:

Supervision of quality & speed of service delivery by KCCs may be monitored by physical and quarterly monitoring KCC reports may be furnished to this Department.

Note: Contact details of the site supervisors and address of KCC are enclosed.

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