

## KISSAN CALL CENTRE

Department of agriculture and cooperation launched this scheme with an objective to deliver knowledge and information exactly as per the requirements of the farming community at free of cost. This system would also help keep a record of what is being delivered to the farmers in terms of knowledge and information. The Kissan Call Centre scheme is available over the complete country. The Kissan Call Centre scheme has been functioning from 21.1.04. The Call Centres can be accessed by farmers all over the country on **common Toll Free Number 1551**. The Call Centres service has been made available right from 6 A.M. to 10 P.M. except on Sundays and gazette holidays, beyond these hours the calls are attended in the IVRS mode. This scheme has an in-built system of monitoring and continuous evaluation for modifications and improvements. The location is immaterial as the calls can originate from any village to land at a specific call centre and a specific seat which would be answered by an agriculture graduate knowing the local language and having an understanding of the local agricultural issues. The call centers as operational today have been selected on the basis of a tender document which was floated by TCIL, a Govt. of India Company which was appointed by Department of Agriculture & Cooperation as the consultant.

The calls are received at 13 Call Centres wherein 116 Agriculture Graduates attend to answer the query of the farmer in the local language. 123 experts located in different parts of the country at State Agriculture Universities, ICAR institutes, State Department of Agriculture, Horticulture and other developments are answering the calls at Level –II.

The Knowledge Management System is a software tool which has been developed by the Telecommunications Consultants India Ltd. (TCIL) a Government of India enterprise. The Kisan Call Centre shall be accessible on identified telephone number will provide all technical assistance to the caller and will record the queries along with the personal details. The Knowledge Management System shall be supported by the data base built up using the asked questions and their answers. The Kisan Call Centre report generation software will be provided the user interface forms in which the call Centre Agents has to put the parameter according to which he want the report to get generated. The report/data generated like date wise, crop wise, location wise, district wise, state wise, problem wise, level wise, call type wise, All India level wise will be available at the users end. The data generated through this Knowledge Management System will be available on internet after hosting.

## List of nodal officers of Kisan Call Centres in the country

1. Director In charge  
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### **References**

<http://www.manage.gov.in/kisan/default.htm>

<http://agricoop.nic.in/PolicyIncentives/kisanCallfirst.htm>