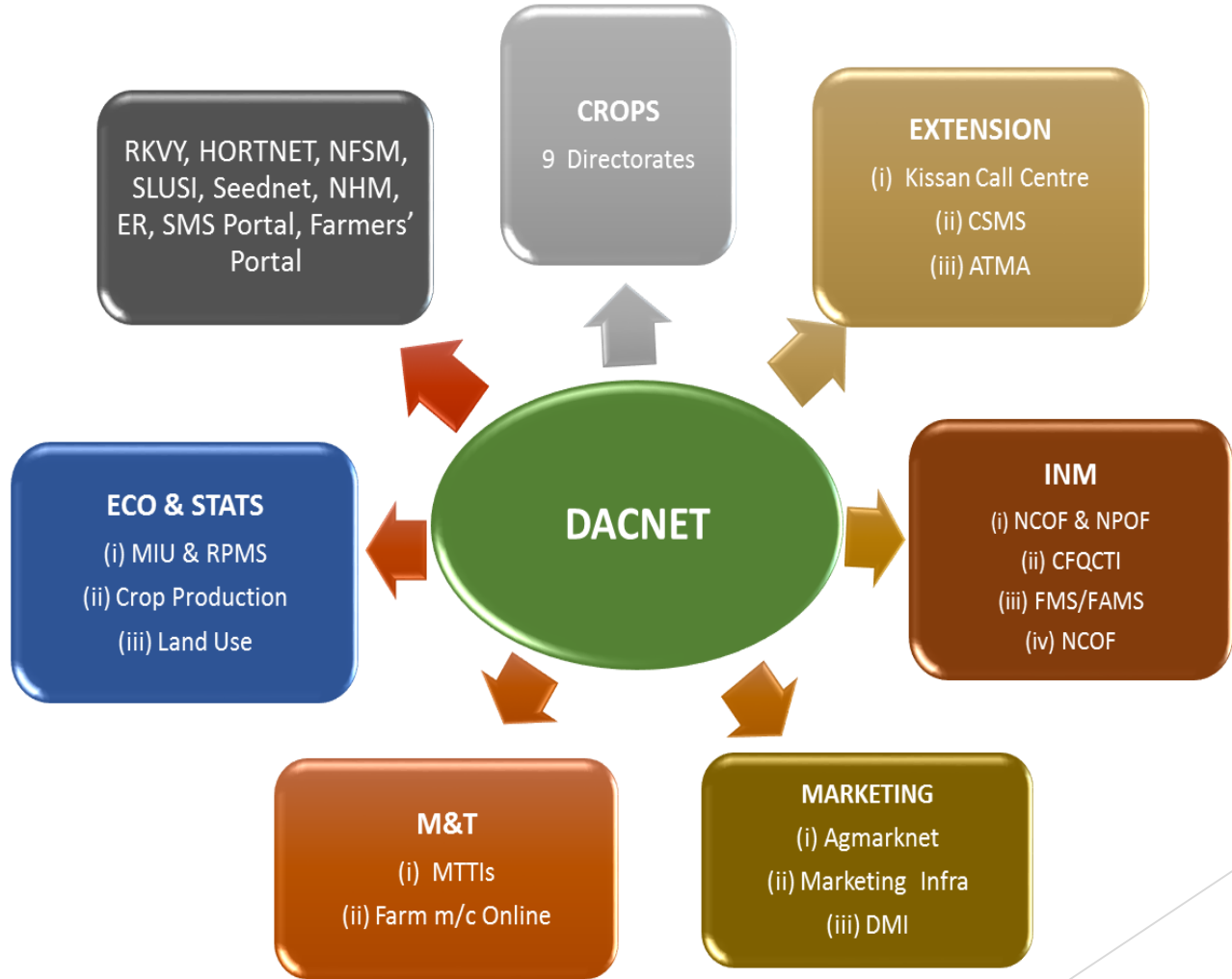


KISAN CALL CENTRE



MULTITUDE OF ICT INITIATIVES



Background

- ▶ Agricultural huge information is available on the web.
- ▶ Three magic figures : 800....80....8
 - ▶ 800 websites
 - ▶ 80 DAC - websites
 - ▶ 8 organizations
- ▶ Every department is having its own website, portal and forum.
- ▶ Most of the available information is in English

**Can a farmer access this
'Web' of information**





Answer is :



What to do now?



What is the Scenario

Strength

- Use of telephone and mobile phones, including SMS facility getting popular

Weakness

- ICT capabilities of Farmers
- Diversity of Problems

Opportunities

- Effective use of ICT capable of supplementing efforts of public extension.
- Availability of vast ICT resources - Portals, videos, audios, films, literature

Threats

- Wide gap between number of public extension functionaries and large population of farmers.
- ICT capabilities of Extension Functionaries

Option

- Farmers need facilitation to use ICT tools to meet their information needs.
- An interface needed to understand farmers problems, reach out to right knowledge resources, translate it to Farmers language and deliver in an understandable format
- A Farmers Call Centre offers a solution to extension functionaries in reaching large number of farmers.
- Kisan Call Centre Scheme was launched in 2004 as a system of extension blending all the resources of ICT to deliver need based information to farmers.

Core Components of a Kisan Call Centre (KCC)

- ▶ Telecom Connectivity (Toll Free Number, PRI, PBX etc.)
- ▶ Internet Band Width for data exchange
- ▶ Infrastructure at the KCC location (Desktop, Softphone, Network, Server, Voice Loggers, Furniture, Air Conditioning etc.)
- ▶ Requisite Software for call handling, knowledge search, call monitoring, voice recording, IVRS etc.
- ▶ Professional Manpower for handling the calls of farmers
- ▶ Application Software for recording farmer details, call data and other related support systems
- ▶ Central Server and Data Centre

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

Teething Issues

- ▶ Decentralized KCCs - poor monitoring
- ▶ Large number of locations with smaller capacity - limitations in technology investments
- ▶ Frequent breakdown of devices - PABX, Telephone lines, Telephone instruments
- ▶ Time taken in connecting the call
- ▶ No record of telephonic conversation
- ▶ Questions raised on credibility of answers given
- ▶ Training and Capacity building of FTAs
- ▶ No system of farmers feedback on quality
- ▶ Limited demand

Restructured Kisan Call Centres

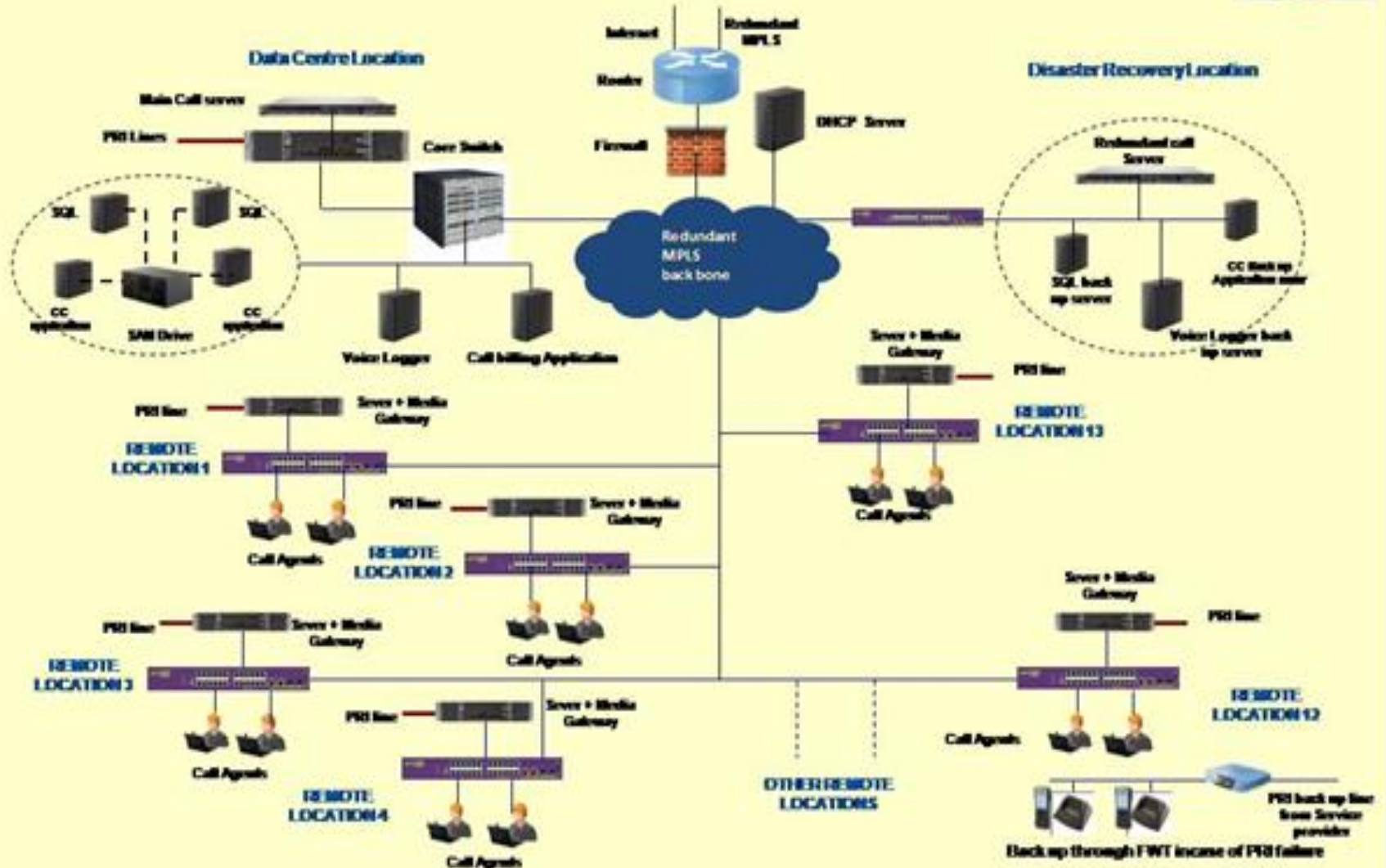
(May 2012)



- ▶ Lesser locations with strengthened technology management system - provision of a supervisor for coordination and Admin role
- ▶ Voice/Media Gateways (IPPBX based decentralized system).
- ▶ Dedicated MPLS leased line network with dedicated bandwidth.
- ▶ 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
- ▶ Full Involvement of State Governments, KVKs and SAUs in Call Escalation Matrix & Training
- ▶ Integration of KKMS (www.dackkms.gov.in) with CSCs (www.csc.gov.in)
- ▶ Total 1.96 crore calls registered at KCCs since inception (till May 2015).
- ▶ Aim is to reach at least one third the farmers households, once in an year.
- ▶ Integration with other ICT Portals important to Farmers

High Level Architecture

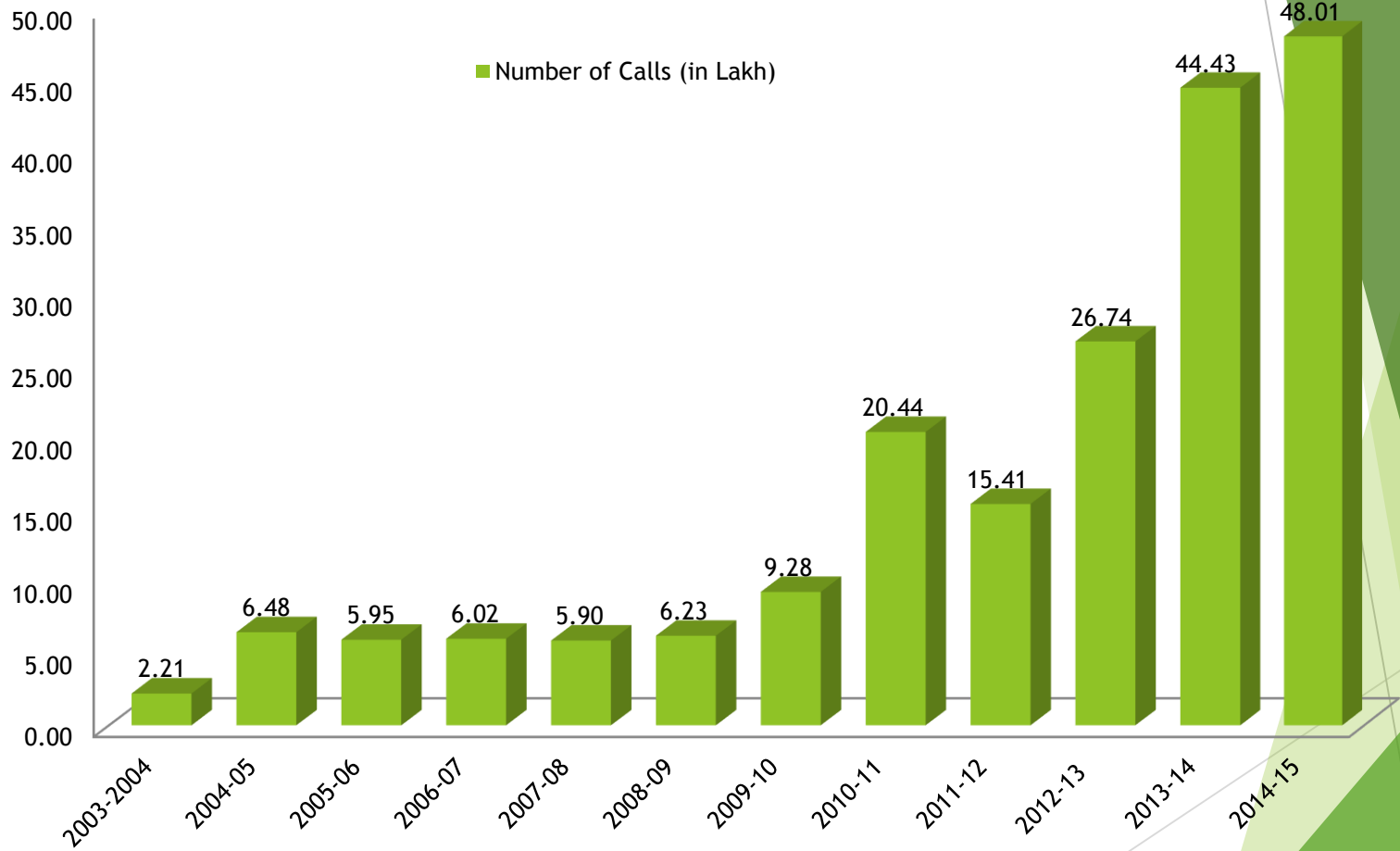
KCC Networking



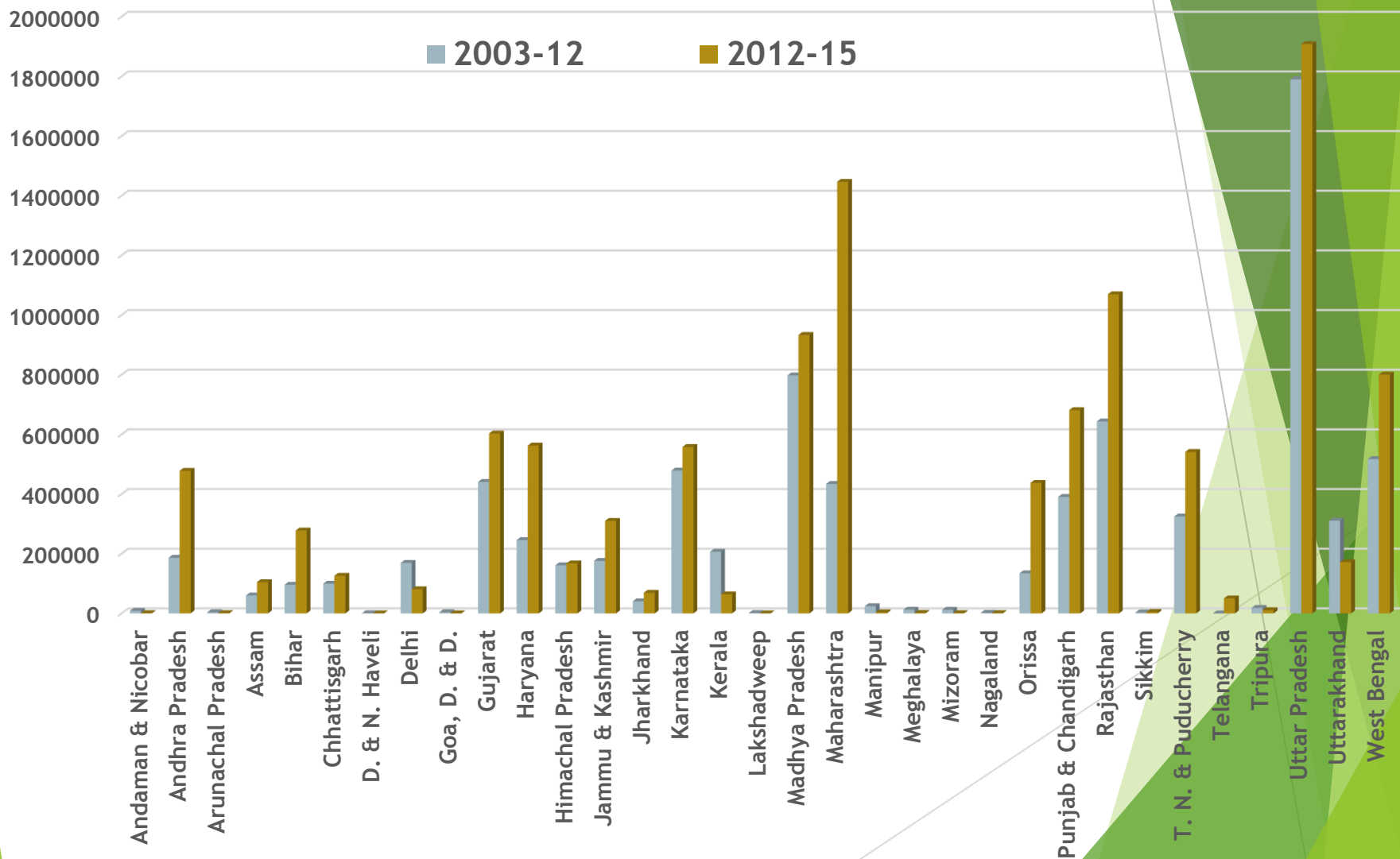
Number of seats of 14 KCC locations

SI No	State/ UT	KCC Location	6AM to 2PM	10AM to 6PM	2PM to 10PM	Total Shifts
1	Andhra Pradesh	Hyderabad	9	1	9	19
2	Bihar	Patna	7	1	7	20
	Jharkhand		2	1	2	
3	Delhi	Jaipur	2	1	3	45
	Rajasthan		19	1	19	
4	Gujarat	Ahmadabad	10	1	10	23
	Dadra & Nagar Haveli, Daman & Diu		1	0	1	
5	Haryana	Chandigarh	10	2	10	22
	Punjab & Chandigarh		10	1	10	21
	Himachal Pradesh		2	1	3	6
6	Jammu	Jammu	3	3	3	9
7	Karnataka	Bangalore	8	1	8	17
	Kerala		1	1	1	3
	Lakshadweep		1	0	1	2
8	Madhya Pradesh*	Jabalpur	20	2	20	50
	Chhattisgarh		4	0	4	
9	Maharashtra	Pune	26	1	26	78
	Goa		1	0	1	
10	Tamil Nadu, Puducherry	Coimbatore	6	2	6	16
	Andaman & Nicobar		1	0	1	
11	Uttar Pradesh	Kanpur	33	2	33	54
	Uttarakhand		4	1	5	
12	West Bengal	Kolkata	10	1	10	21
	Sikkim		1	0	1	
13	Orissa	Bhubaneswar	8	3	8	19
14	Arunachal Pradesh	Guwahati	1	1	1	3
	Assam		2	1	3	6
	Manipur		1	1	1	3
	Meghalaya		1	1	1	3
	Mizoram		1	1	1	3
	Nagaland		1	1	1	3
	Tripura		1	1	1	3
		Total	207	34	211	452

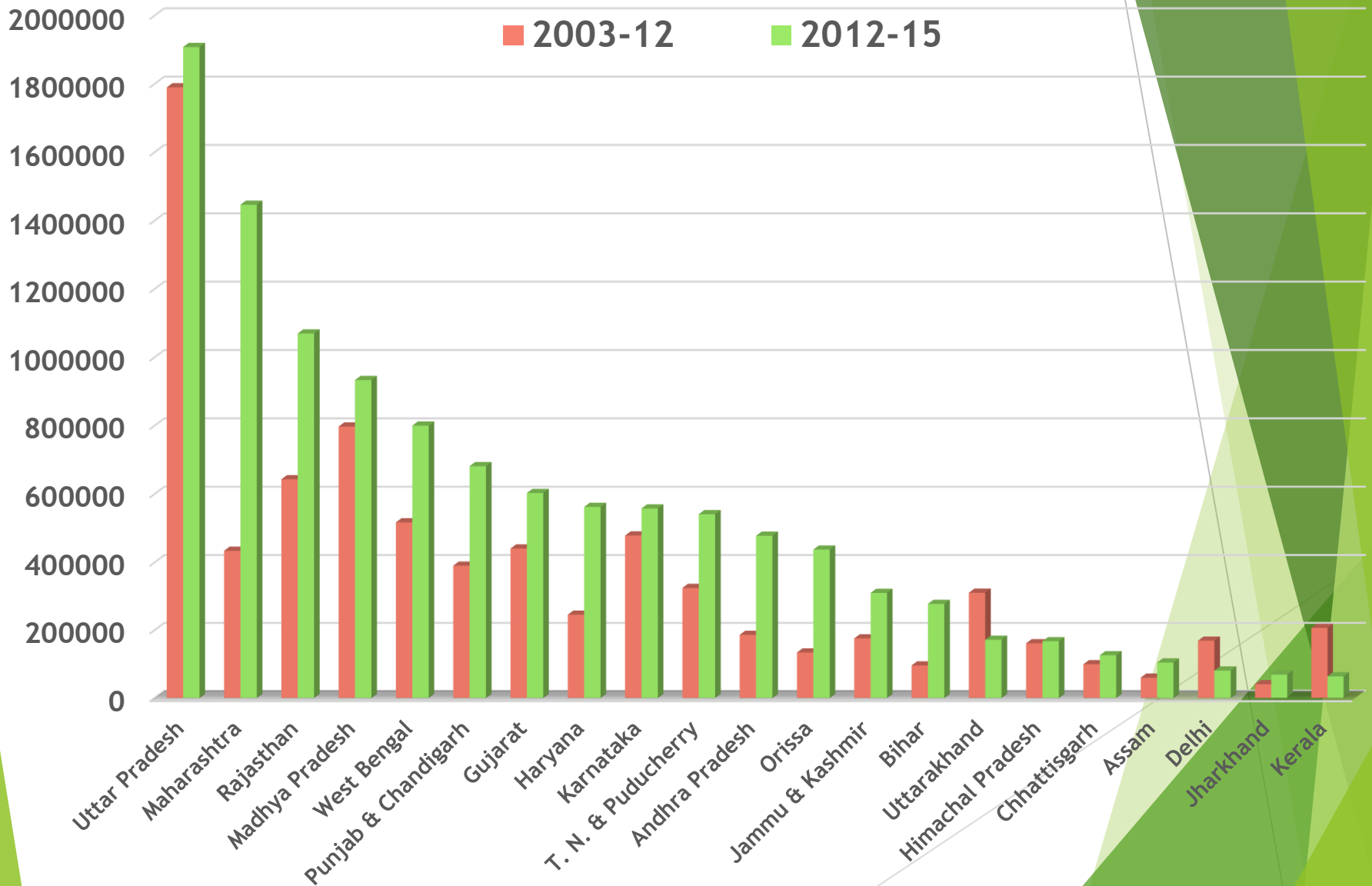
Year wise Number of Calls Received since inception (Jan.2004 to March 2015)



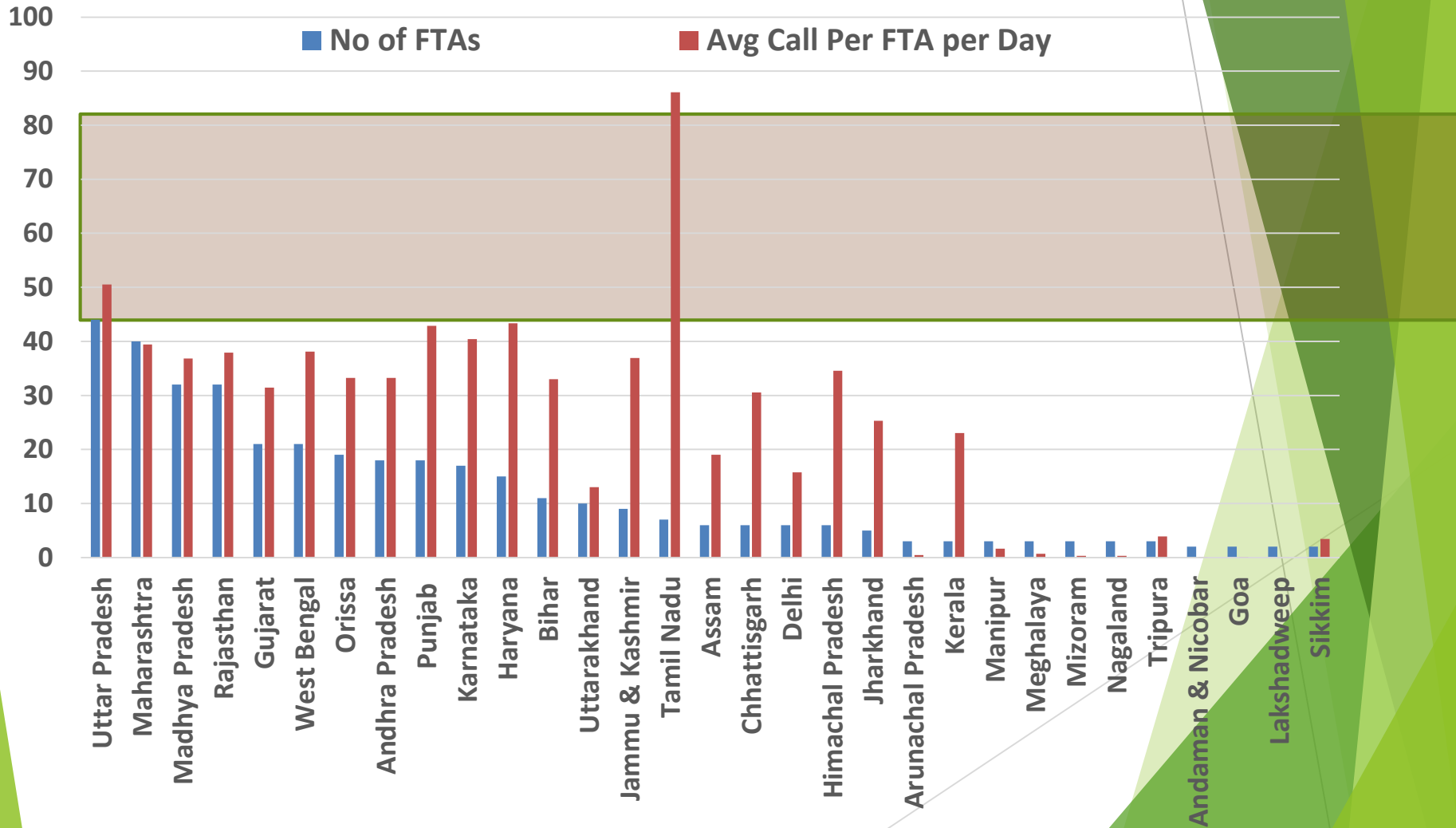
State-wise Number of Calls Received since inception 2003-12 and 2012-15 (Feb 2015)



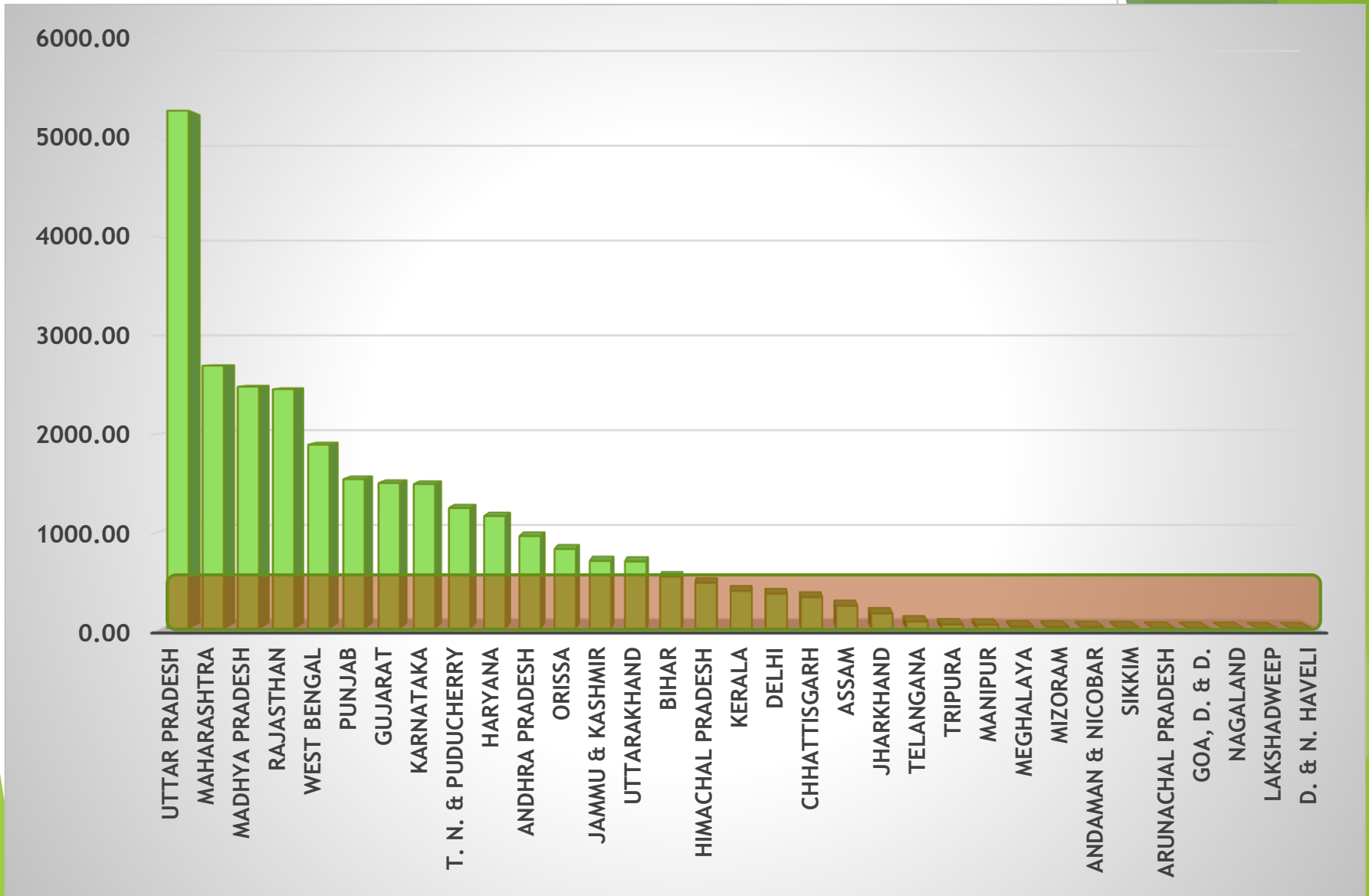
Call Status Pre Restructuring and Post Restructuring



Number of Call Handled per FTA per Day State-wise



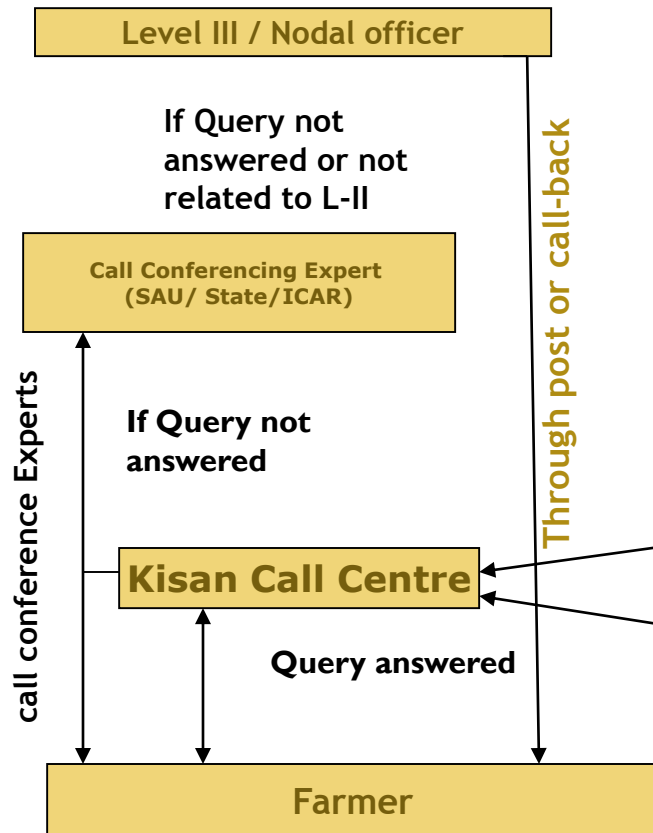
Call Attended Per Day at the KCCs for different States



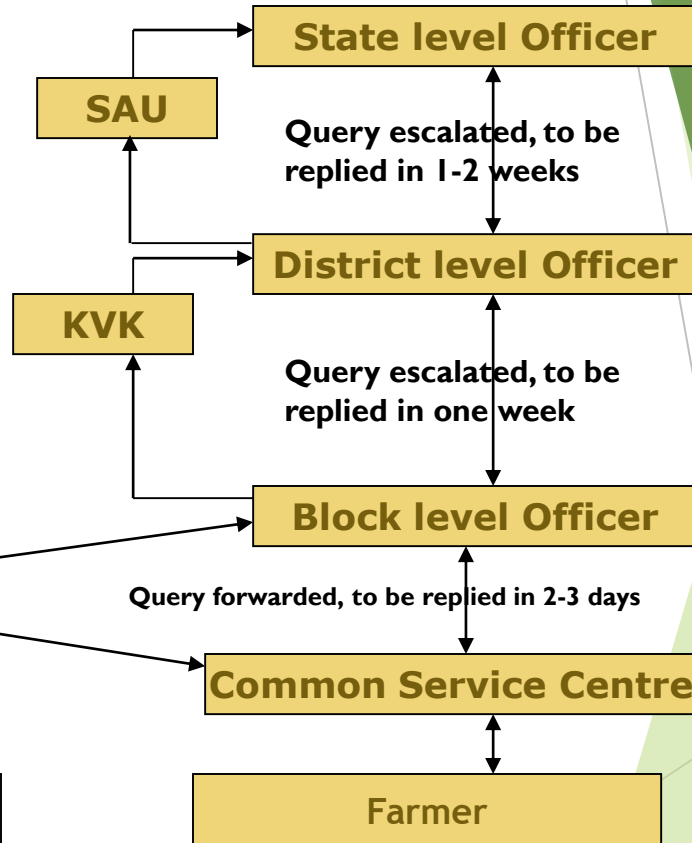
Monitoring Mechanism

- ▶ Local Monitoring over console
- ▶ Call recording
- ▶ Call barging
- ▶ Monthly MIS reports
- ▶ KCC Dashboard
- ▶ Monitoring at central level
- ▶ Decentralised monitoring through VPN connectivity
- ▶ Periodic visit of designated officers to KCCs for monitoring purpose
- ▶ Reviewing feedbacks of visiting officers from different organisations to the KCC
- ▶ Farmers feedback over phone
- ▶ Feedback of the farmers over IVRS

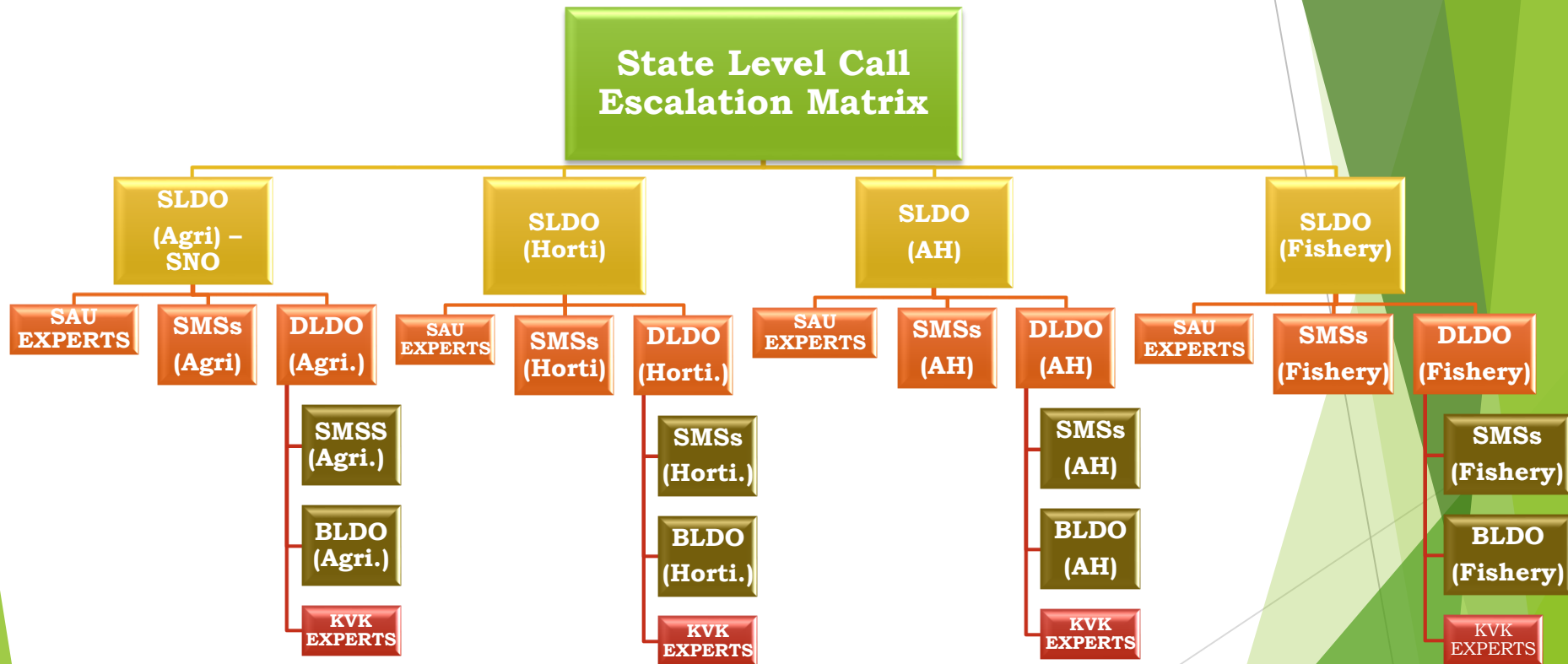
Existing Call-Escalation Matrix



Revised Call-Escalation Matrix



Call Escalation Experts at State Level



Status of Call Escalation Implementation

State	SLDO	DLDO	State	Total Escalated	Pending	Replied	
A AND N ISLANDS		1	ANDHRA PRADESH	41	41		
ANDHRA PRADESH		2	ASSAM	4	4		
ARUNACHAL PRADESH		1	BIHAR	209	209		
ASSAM		1	CHHATTISGARH	18	18		
BIHAR		1	DELHI	15	15		
CHANDIGARH		1	GUJARAT	77	77		
CHHATTISGARH			HARYANA	23	23		
DADRA AND NAGAR HAVELI		1	HIMACHAL PRADESH	19	19		
DAMAN AND DIU			JAMMU AND KASHMIR	5	5		
DELHI		1	JHARKAND	12	12		
GOA		2	KARNATAKA	61	61		
GUJARAT		1	KERALA	3	3		
HARYANA		1	MADHYA PRADESH	149	149		
HIMACHAL PRADESH		1	11	MAHARASHTRA	189	188	1
JAMMU AND KASHMIR		1	ODISHA	34	34		
JHARKAND		5	1	PUNJAB	59	59	
KARNATAKA		1	RAJASTHAN	392	391	1	
KERALA		2	SIKKIM	3	3		
LAKSHADWEEP			TAMILNADU	63	33	30	
MADHYA PRADESH		1	TELANGANA	37	37		
MAHARASHTRA		2	TRIPURA	1	1		
MANIPUR			UTTAR PRADESH	273	273		
MEGHALAYA		1	UTTARAKHAND	21	21		
MIZORAM		2	WEST BENGAL	37	37		
NAGALAND		1					
ODISHA		2					
PUDUCHERRY		1					
PUNJAB		4	27				
RAJASTHAN		5	33				
SIKKIM		2	6				
TAMILNADU		1	57				
TELANGANA		2					
TRIPURA		1					
UTTAR PRADESH		1					
UTTARAKHAND		2					
WEST BENGAL		4	1				

Proactive Involvement of States Envisaged

Monitoring

- Supervise quality of services
- KCC Nodal Officer
- Regular visit by Nodal Officers
- Weekly feedback from KCCs

Training & Capacity Building FTAs

- latest booklets/ technical literature
- Pre seasonal Training in the SAUs
- field training of FTAs
- Monthly Video Conference
- Awareness about new Developments

Publicity & Farmers Feedback

- Local Advt/ Publicity
- Online Farmer Feedback
- Awareness about fake agencies

Improving the Services of KCCs

- Roster of CC Experts
- Brief text messages / advisories
- Implement revised escalation matrix
- KKMS roll out through the CSCs

Key Involvement of States in implementing KCC Scheme

- Appointment of KCC Nodal Officer
- Providing short text messages
- Deputing CC Experts
- Monthly interaction with State officers
- Revised Escalation Matrix
- Field Exposure to FTAs

Major Concerns

Technology Issues

- ▶ Frequent break down of PRI installed by BSNL.
- ▶ Regular weekly feedback from KCC regarding nature of calls including area specific prevalence of crop diseases, pest infestation etc.
- ▶ Provide VPN connectivity to States to access KCC console

Management Issues

- ▶ Field Training of FTAs
- ▶ 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 programme.
- ▶ Implementation of Revised Escalation Matrix of KCC taken up only in 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

Coordination Issues

- ▶ States like MP and Manipur have designated a State level Nodal Officer for KCC now.
- ▶ 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

Thank You 😊

Escalation System Development

- ▶ A State Level Designated Officer (SLDO) will create User Ids for various specializations/locations of the State/District level.
- ▶ State Nodal Officers of the Kisan Call Centres shall be the SLDOs for Agriculture sector at the State level.
- ▶ States (SLDO-A) to designate 4 State Level officers respectively from Agriculture, Horticulture, Animal Husbandry & Fisheries sectors respectively in the format given in Annexure-I.
- ▶ These designated officers can login at URL www.dackkms.gov.in with their e-mail ID sent to us. Password corresponding to this e-mail ID has been sent by e-mail. Password needs to be changed on the first login.
- ▶ After logging in, SLDO will create users at the State and district level in such a way that all specializations as listed in the software by way of a multi check box are covered by a set of officers.
- ▶ SLDOs will create users at District level and one of the users at at the District level by identifying one officer in each sector at the District level. Such Officers District Level Designated Officers (DLDOs) in every district will need to be enabled by using the appropriate check box.

Escalation System Development

- ▶ Level II of the escalation after Kisan Call Centre starts at the Block Level, it is necessary to create at least one user in every Block for each Department.
- ▶ While sector wise SLDOs will be there at the District Level only one such officer from the Agriculture Department for all the 4 sectors will suffice.
- ▶ The farmers can also visit Common Service Centre (CSC) to get the answer to their queries
- ▶ The database of farmers' queries given at CSC will also be available at KCC and vice versa. Thus, a KCC agent can convey solution to a CSC query by making an outbound call to the farmer.
- ▶ Blocks where either IT infrastructure or broadband connectivity is not available, need not be assigned codes as of now.
- ▶ MIS reports and query options have been provided for viewing the status of escalated queries
- ▶ Sr level officers may, therefore, keep a track of answers given at lower level to get the erroneous answers (if any) rectified or there may be suitably advised.

User manual for creation of user IDs at State/District/Block Level for implementing revised KCC Call Escalation Matrix

Step 1. Designating SLDO Officer for Agriculture generating IDs for State/District level.

•For creating State Level User(Level4)

A. Go to <http://dackms.gov.in/>

B. First login (using your user-id and password)

The screenshot displays the website interface for the Department of Agriculture, Government of India. The browser address bar shows the URL dackms.gov.in/Account/Login.aspx. The page header includes the text "सत्यमेव जयते" and the phone number "1800-180-1551". The main navigation menu contains links for Home, Farmer Portal, Marketing Info, User Guide, Program, Miscellaneous, Forum, FAQs, and Reach Us. The content area is divided into several sections: "WHAT'S NEW" with three bullet points, "ABOUT US" with a photo of a woman on a phone, "DAC" with a photo of a man holding a plant, "DARE" with a photo of a greenhouse, and "ANIMAL HUSBANDARY" with a photo of goats. The "LOGIN" section on the right contains the following fields and options: "User ID / Email ID" (text input with "kuldeep"), "Password" (password input with "*****"), "ImageCode" (text input with "FLVAFn" and a refresh button), and "FLVFn|" (text input). Below the login fields are links for "FORGOT PASSWORD" and "NEW USER REGISTRATION". An orange arrow points to the "ImageCode" field. The footer contains links for Home, About Us, Help, Weather Forecast, RTI, Accessibility Statement, and Website Policy. The Windows taskbar at the bottom shows the system tray with the date and time "ENG 12:53 PM INTL 9/16/2014".

C. After login, Click on **“Create New User”** option.

The screenshot displays the user interface of the dackkms.gov.in portal. The browser address bar shows the URL `dackkms.gov.in/Account/MainForm.aspx`. The top navigation bar includes links for Home, Farmer Portal, Marketing Info, User Guide, Program, Miscellaneous, Forum, FAQs, and Reach Us. Below this, there are links for Dashboard, Change Password, Profile, and Logout. A breadcrumb trail indicates the user is in the **Home --> Pending Users** section. The user's profile information is displayed as: **Welcome : STATE**, **Last Login : 9/12/2014 4:31:31 PM**, **Login ID : RAG-AG01**, **User : State Level**, **State : RAJASTHAN**, and **Sector : AGRICULTURE**.

On the left side, a sidebar menu is expanded to show options for **State Level (Level4)**. The **Create New User** option is highlighted with an orange arrow. Other options in the menu include Reset Password, Pending Queries, and Query Status.

The main content area displays the text: **Total Pending Query at your level : 8**. Below this, it says: **For more details go to Dashboard...**

The bottom of the screen shows the Windows taskbar with various application icons and the system tray displaying the date and time as **ENG 1:05 PM** and **INTL 9/16/2014**.

D. Now select **Level, Sector and State** of which level user you like to create.

E. After Selecting **Level, Sector and State** Click **Add New** Button.

The screenshot shows a web application interface for user management. On the left is a sidebar menu with categories: Admin (with sub-items like Pending, Approved/Rejected Users, Active/Blocked Users, Reset Password, Create New User, Pending Query, Query Status, Activity Log Details, Query Monitoring, Topic Wise Query), Call Center (with sub-items like Call Center Entry, IVR Calls Entry, Query Rating Card), and MIS Reports. The main content area contains a form with the following fields: 'Level' (dropdown menu set to 'State Level'), 'Sector' (dropdown menu set to 'AGRICULTURE'), and 'State' (dropdown menu set to 'UTTAR PRADESH'). Below these fields is a checkbox labeled 'Infrastructure Available' which is checked. At the bottom of the form is a blue button labeled 'ADD NEW', which is highlighted by an orange arrow pointing to it from the right.

Now Enter User Name, Select Designation, Enter Mobile No, Enter Email-Id, Select Specialization and Click Save button.

The screenshot shows the user creation form with the following data entered: 'Name' is 'Mayank Chaudhary', 'Designation' is 'Additional Director', 'Mobile No' is '9999999999', and 'Email' is 'test@gmail.com'. The 'Specialization' dropdown menu is open, showing a list of options with checkboxes: 'Field Preparation' (checked), 'Plant Protection' (checked), 'Water Management' (checked), 'Agriculture Mechanization' (checked), 'Bio-Pesticides and Bio-Fertilizers' (unchecked), 'Credit' (unchecked), 'Crop Insurance' (unchecked), 'Cultural Practices' (unchecked), 'Fertilizer Use and Availability' (unchecked), and 'Government' (unchecked). A green checkmark and the text 'Email-ID Available.' are displayed below the email field. At the bottom of the form, a blue button labeled 'SAVE' is highlighted with an orange arrow pointing to it from above, and a blue button labeled 'CANCEL' is positioned to its right.

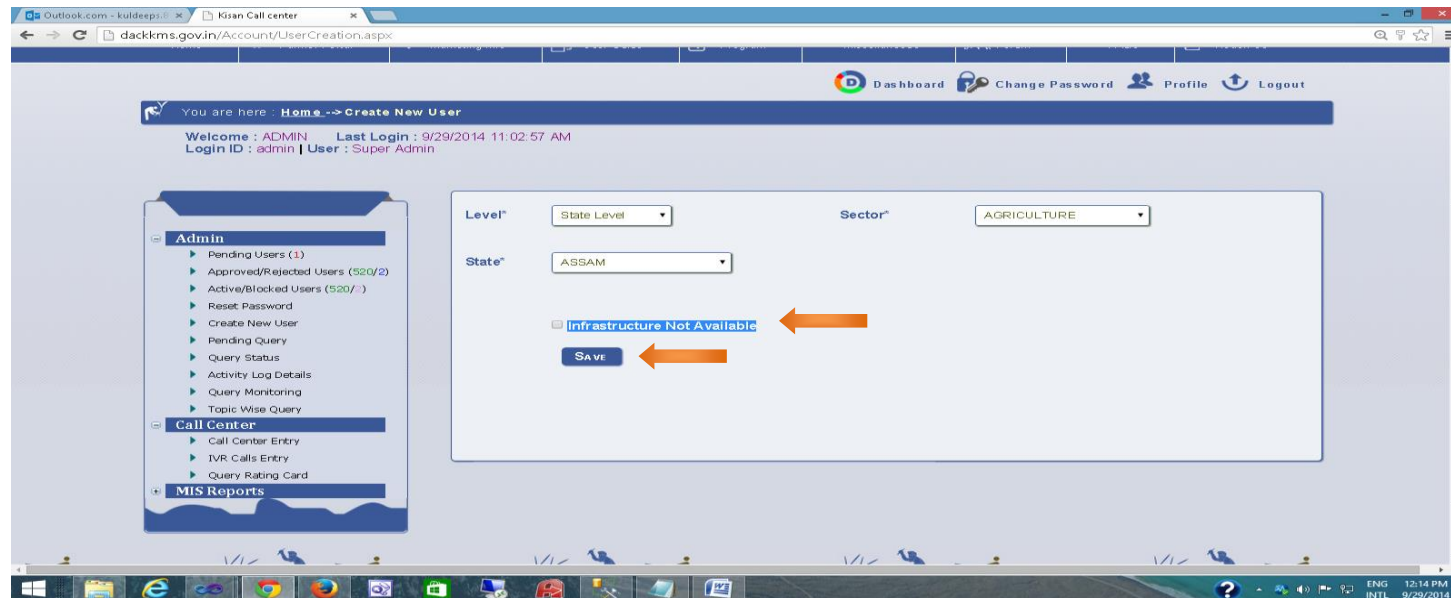
F. A State Level user will be created. Registered user will received User ID and Password at his/her email-id. User Can Login via using **User Id or Email Id**.

Level* Sector*

State*

User-ID	User	Designation	Mobile	Email
UPG-AG01	Mayank Chaudhary	Additional Director	9999999999	test@gmail.com

Note:* If infrastructure is not available in the State, District, Block Level for which user is being created need to uncheck **"Infrastructure Not Available"** option and click Save button.



3. For creating District Level User(Level3)

All steps are similar as followed in case of creating **State Level User** except point → 1.D

A. For creating District Level User select **Level, Sector, State** and **District**. After selecting all fields click on **Add New** button.

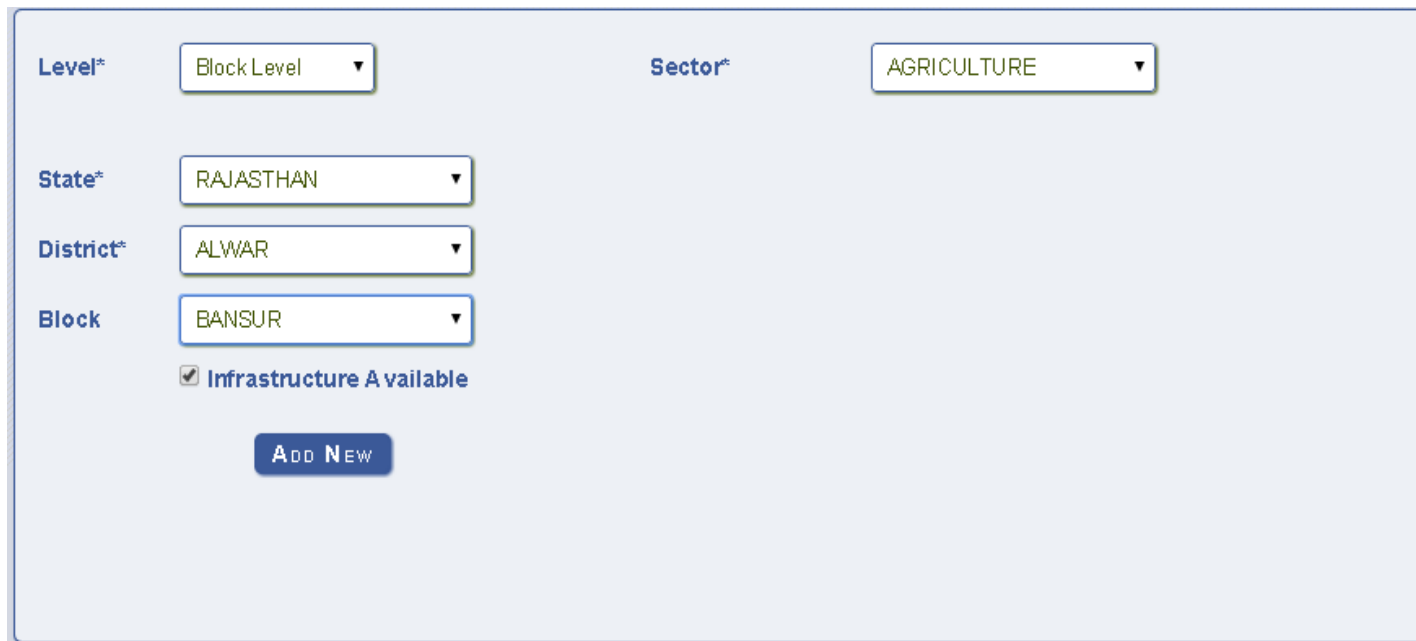
District Level user will be created. For example..

Level*	District Level ▼	Sector*	AGRICULTURE ▼	
State*	RAJASTHAN ▼			
District*	ALWAR ▼			
ADD NEW				
User-ID	User	Designation	Mobile	Email
RAG-ALW-AG01	district	District Agriculture Officer	8860444486	district@gmail.com

3. For creating Block Level User(Level2)

All steps are similar as followed in case of creating **State Level User** except point →
1.D

- A.** For creating **Block Level User** select **Level, Sector, State, District and Block** option and click on **Add New** button.



The screenshot shows a form for creating a Block Level User. The form is light blue with a white background. It contains the following fields and options:

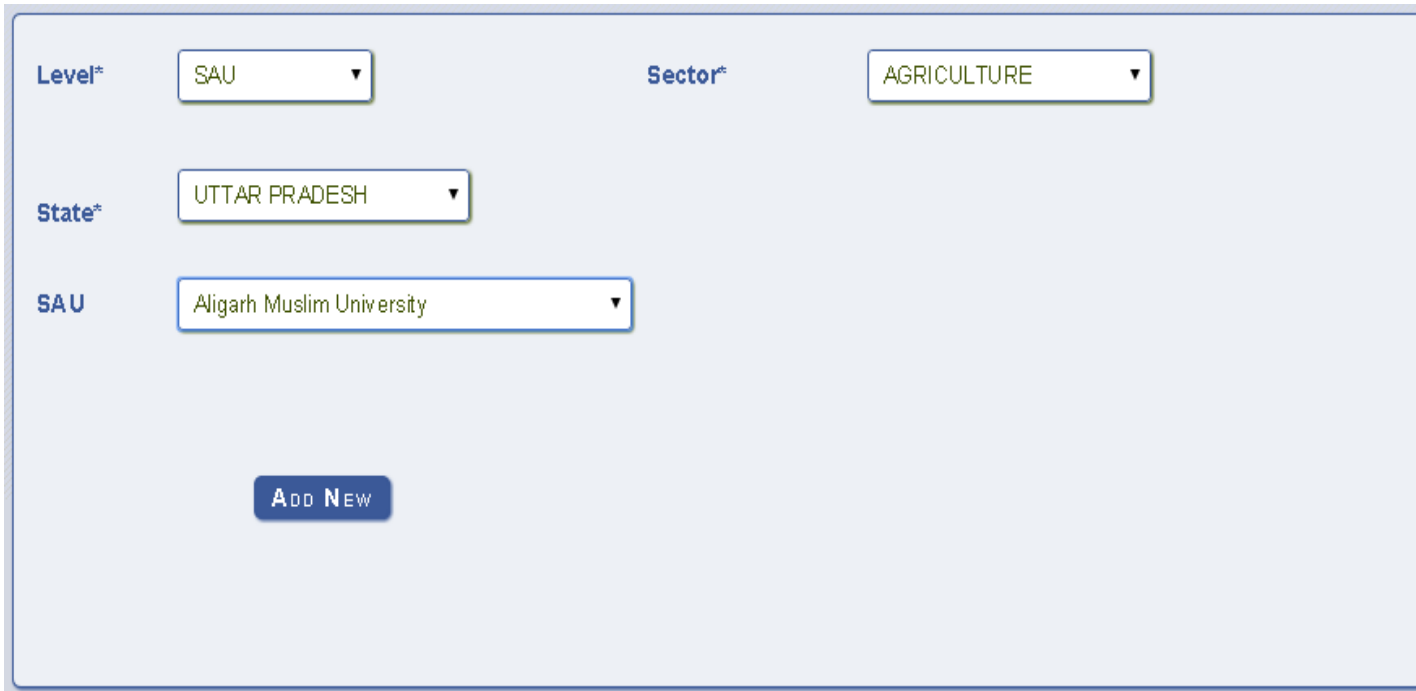
- Level***: A dropdown menu with "Block Level" selected.
- Sector***: A dropdown menu with "AGRICULTURE" selected.
- State***: A dropdown menu with "RAJASTHAN" selected.
- District***: A dropdown menu with "ALWAR" selected.
- Block**: A dropdown menu with "BANSUR" selected.
- Infrastructure A available**
- ADD NEW** button

4. For creating SAU User

All steps are similar as followed in case of creating **State Level User** except point → 1.D

A. For creating **SAU User** select **Level, Sector, State and SAU** option.

1. In SAU dropdown, select respective university for which SAU user to be created.
2. Then, Click **“ADD New”** Button.



The screenshot shows a web form for creating a SAU User. It features four dropdown menus and one button. The 'Level*' dropdown is set to 'SAU'. The 'Sector*' dropdown is set to 'AGRICULTURE'. The 'State*' dropdown is set to 'UTTAR PRADESH'. The 'SAU' dropdown is set to 'Aligarh Muslim University'. Below the dropdowns is a blue button labeled 'ADD NEW'.

Level*	SAU	Sector*	AGRICULTURE
State*	UTTAR PRADESH		
SAU	Aligarh Muslim University		

ADD NEW

Budget and Expenditure (Rs in Lakh)

S. No	Year	Budget Estimate	Revised Estimate	Expenditure
1.	2014-15	1400.00	2050.00	2035.66
2.	2015-16	2000.00	-	544.41 (up to 25.5.2015)

Involvement of States in implementing KCC Scheme

S. No.	State	Appointment of KCC SNO	Providing short text messages	Deputing CC Experts	Monthly interaction with State officers	Revised Escalation Matrix	Field Exposure to FTAs
1	Andhra Pradesh	Yes	Yes	No	No	No	No
2	Bihar	Yes	No	No	No	No	No
3	Jharkhand	Yes	No	No	No	No	No
4	Delhi	Yes	No	No	No	No	No
5	Rajasthan	Yes	No	State Dept of Agriculture	No	creating users	practicing
6	Gujarat	Yes		No	No	No	No
7	Dadra & Nagar Haveli, Daman & Diu	Yes	No	No	No	No	No
8	Haryana			No	No	No	No
9	Punjab & Chandigarh	Yes	Yes	State Dept of Agriculture	Yes	creating users	Practicing
10	Himachal Pradesh	Yes	No	SAU & State Dept. Agriculture	No	Creating users	No
11	Jammu & Kashmir	Yes		No	No	No	No
12	Karnataka	Yes	Yes	No	No	No	No
13	Kerala	Yes	No	No	No	creating users	No
14	Lakshadweep	No	No	No	No	No	No
15	Madhya Pradesh	Yes (not provided mob no & email id)	No	No	No	No	No

Involvement of States in implementing KCC Scheme

S. No.	State	Appointment of KCC SNO	Providing short text messages	Deputing CC Experts	Monthly interaction with State officers	Revised Escalation Matrix	Field Exposure to FTAs
16	Chhattisgarh	Yes	No	SAU	No	No	No
17	Maharashtra	Yes	No	No	No	No	No
18	Goa	Yes	No	No	No	No	No
19	Tamil Nadu Puducherry	Yes	No	No	No	creating users	No
20	Andaman & Nicobar	Yes	No	No	No	No	No
21	Uttar Pradesh	Yes	No	No	No	No	Practicing
22	Uttarakhand	Yes	No	SAU & State Dept of Agri	No	No	No
23	West Bengal	Yes	No	No	No	creating users	No
24	Orissa	Yes	No	No	No	No	No
25	Arunachal Pradesh	Yes	No	No	No	No	No
26	Assam	Yes	No	No	No	No	No
27	Manipur	No	No	No	No	No	No
28	Meghalaya	Yes	No	No	No	No	No
29	Mizoram	Yes	No	State Dept of Agri	No	No	No
30	Nagaland	Yes	No	No	No	No	No
31	Sikkim	Yes	No	No	No	Creating users	No
32	Tripura	Yes	No	State Department of Agri	No	No	No