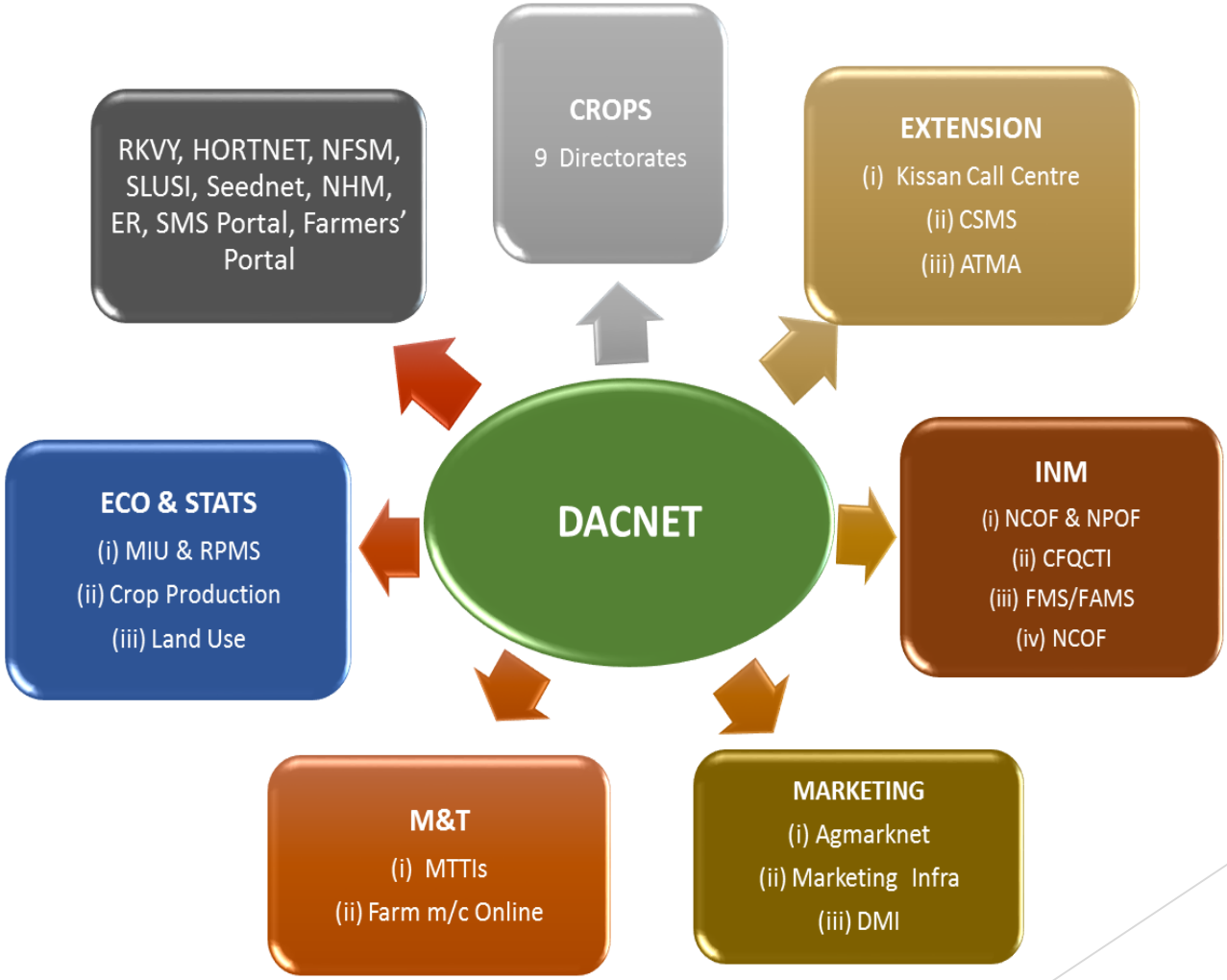
KISAN CALL CENTRE

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

Yes
No
Maybe

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

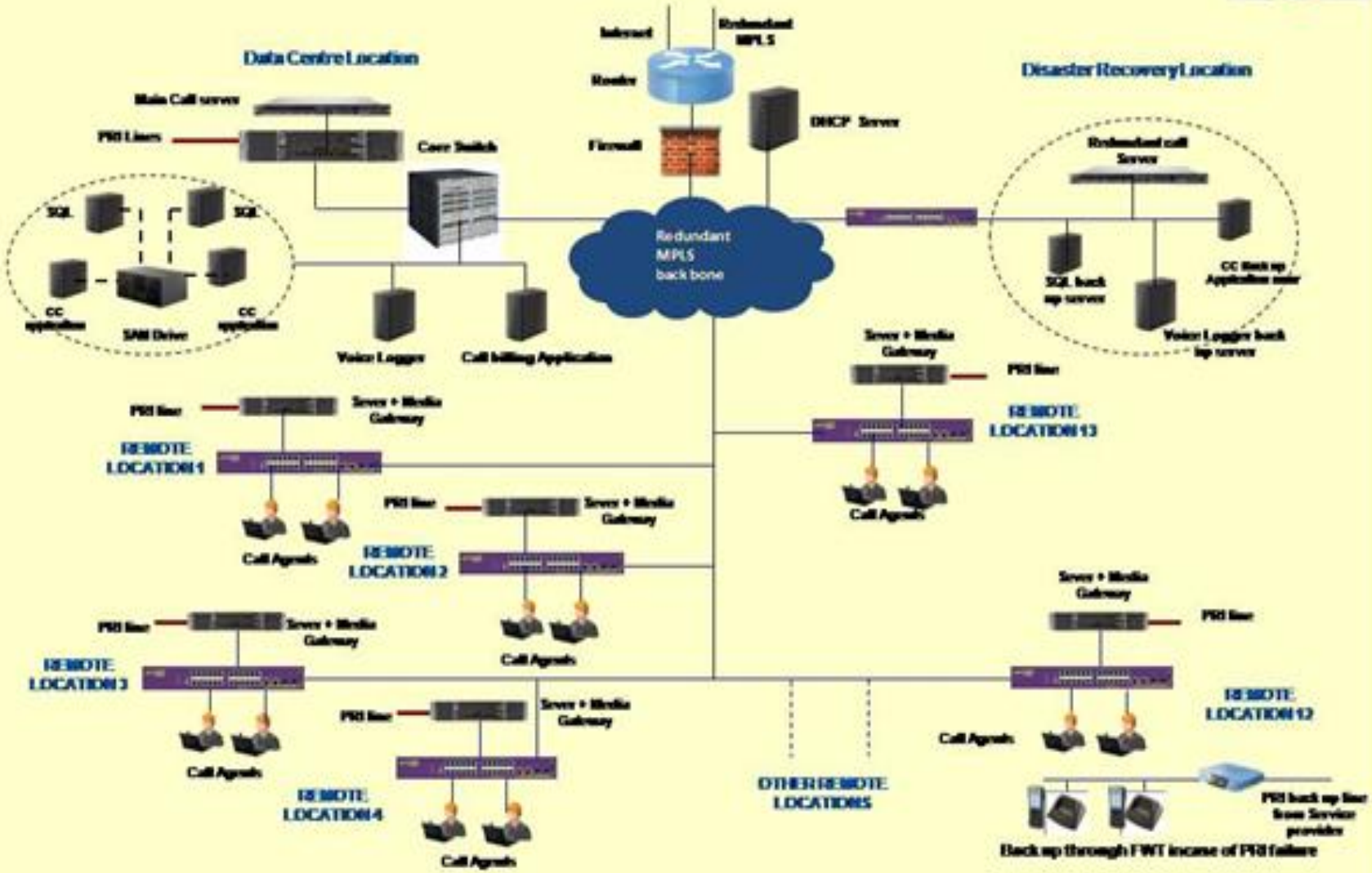
- Decentralized KCCs – poor monitoring
- Large number of locations with smaller capacity – limitations in technology investments
- Frequent breakdown of devices – PABX, Telephone lines, Telephone instruments
- Time taken in connecting the call
- No record of telephonic conversation
- Questions raised 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

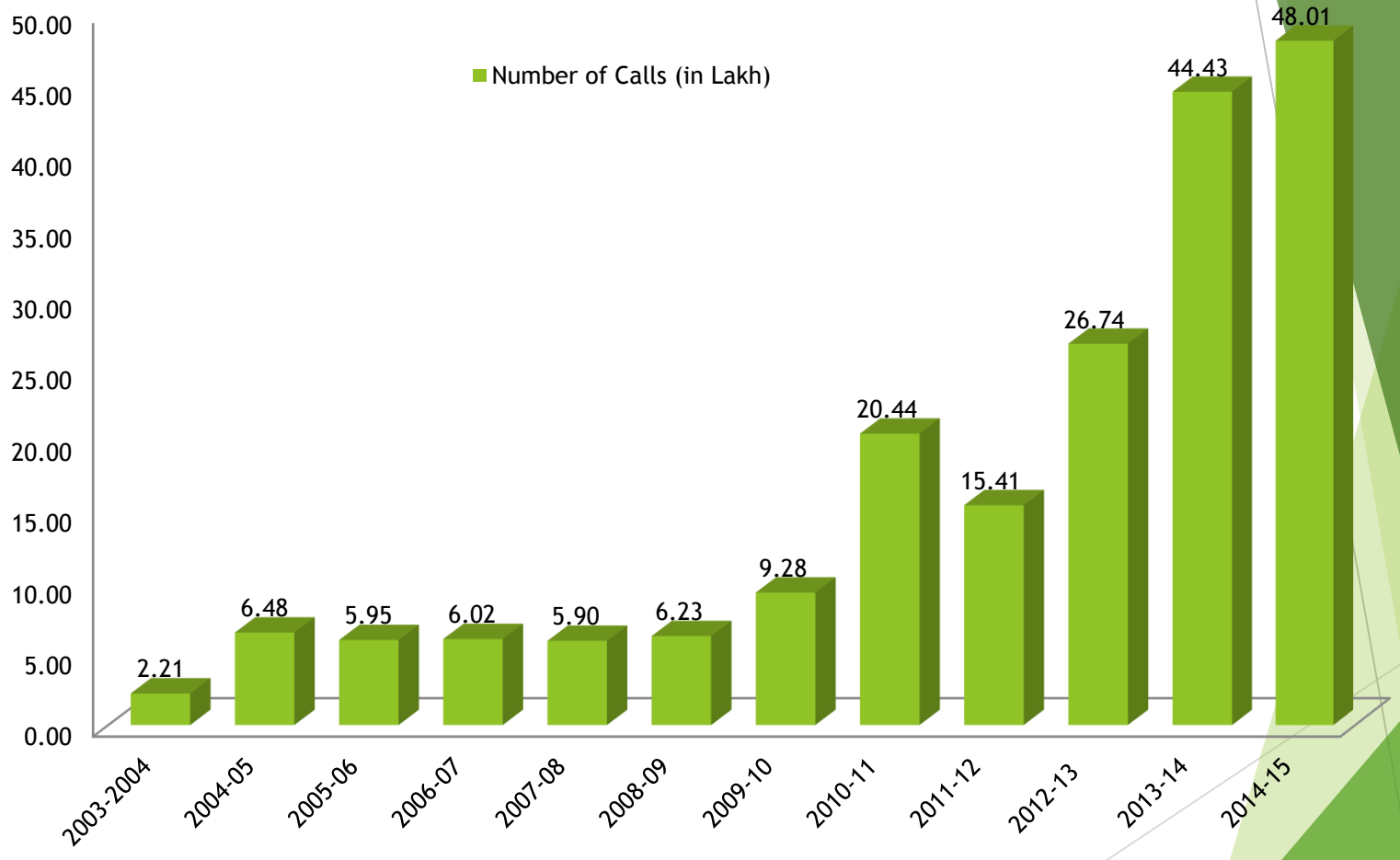
KCC Networking



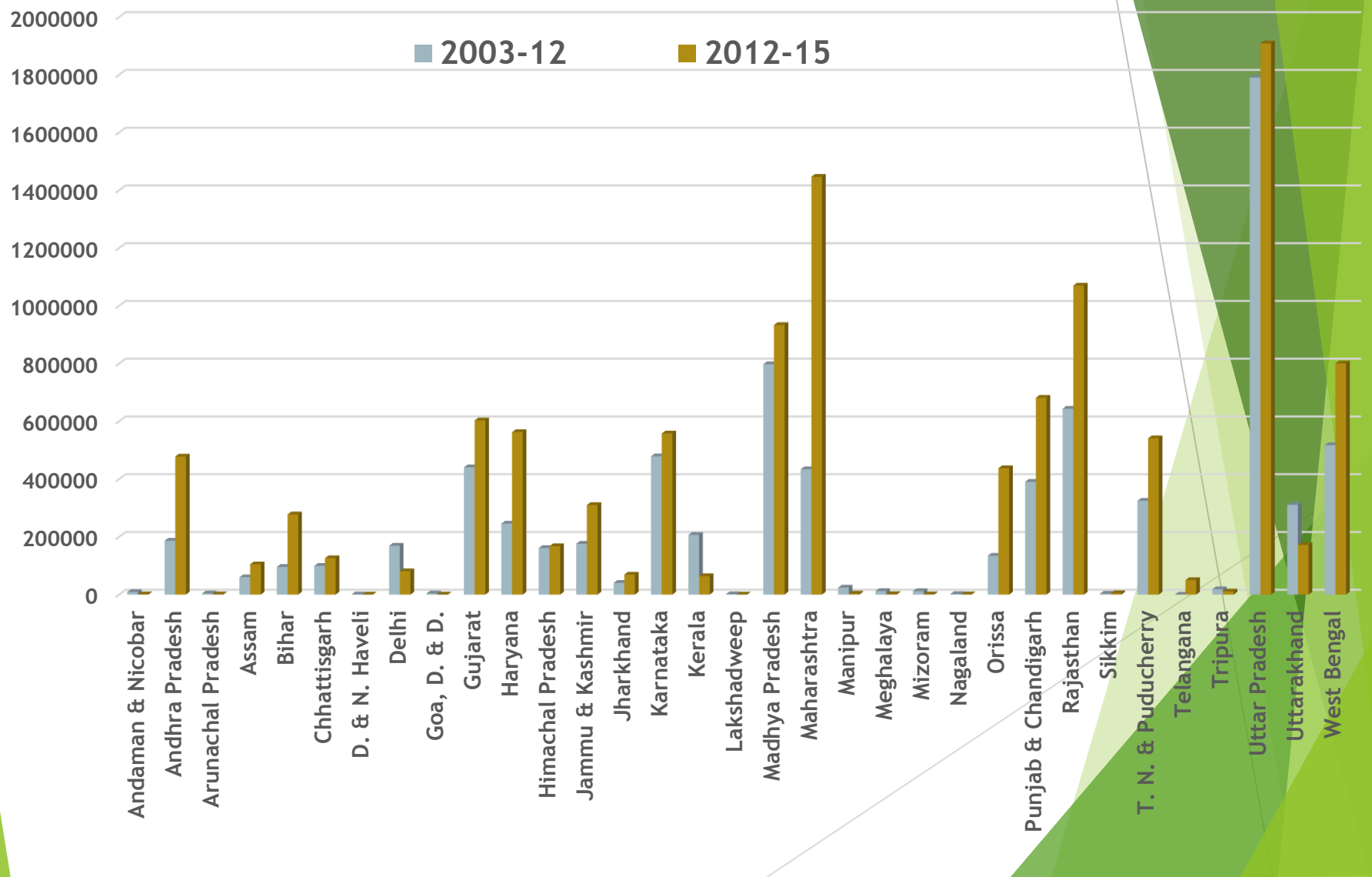
Number of seats of 14 KCC locations

Sl 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	2
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

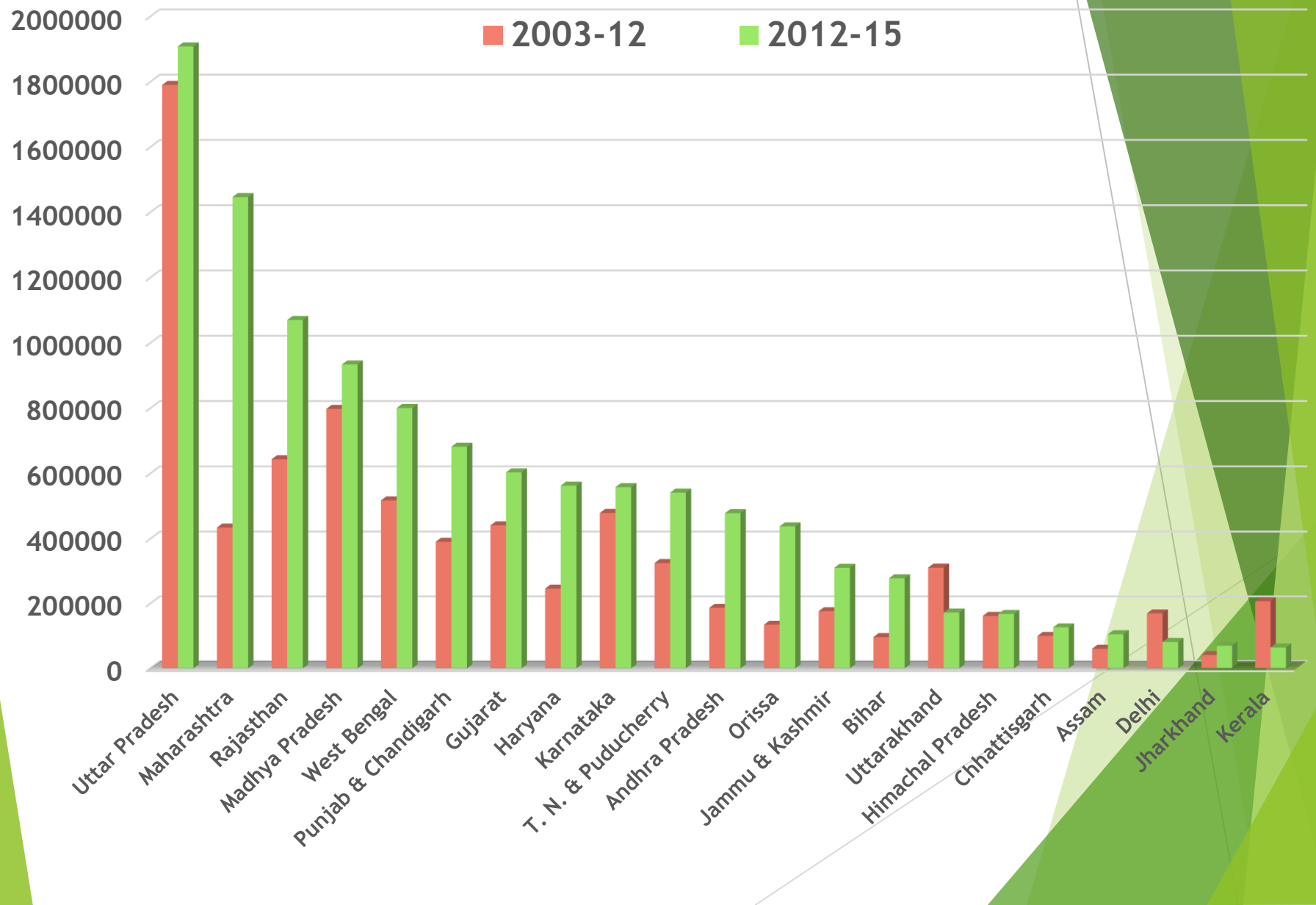
Year wise Number of Calls Received since inception (Jan.2004 to March 2015)



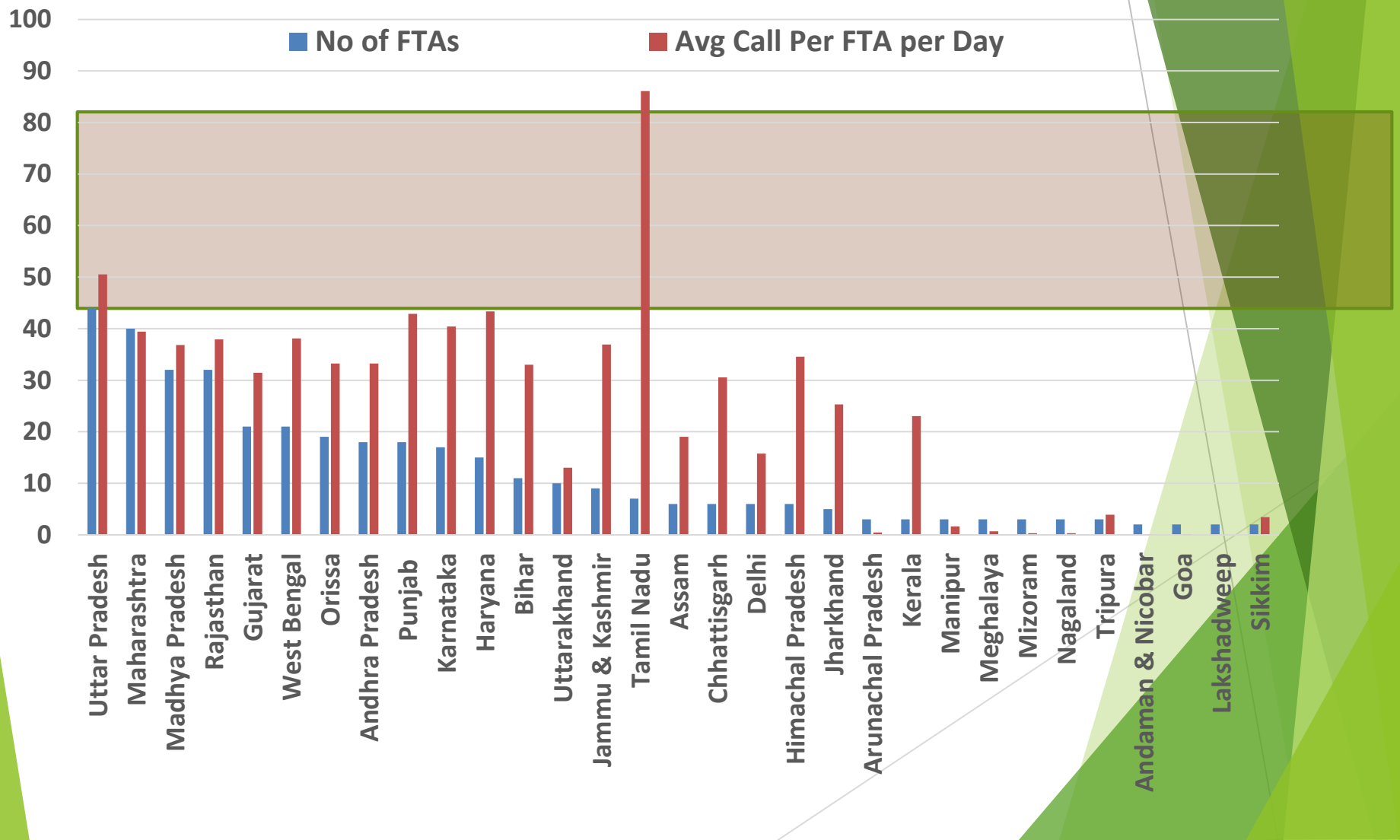
State-wise Number of Calls Received since inception 2003-12 and 2012-15 (Feb 2015)



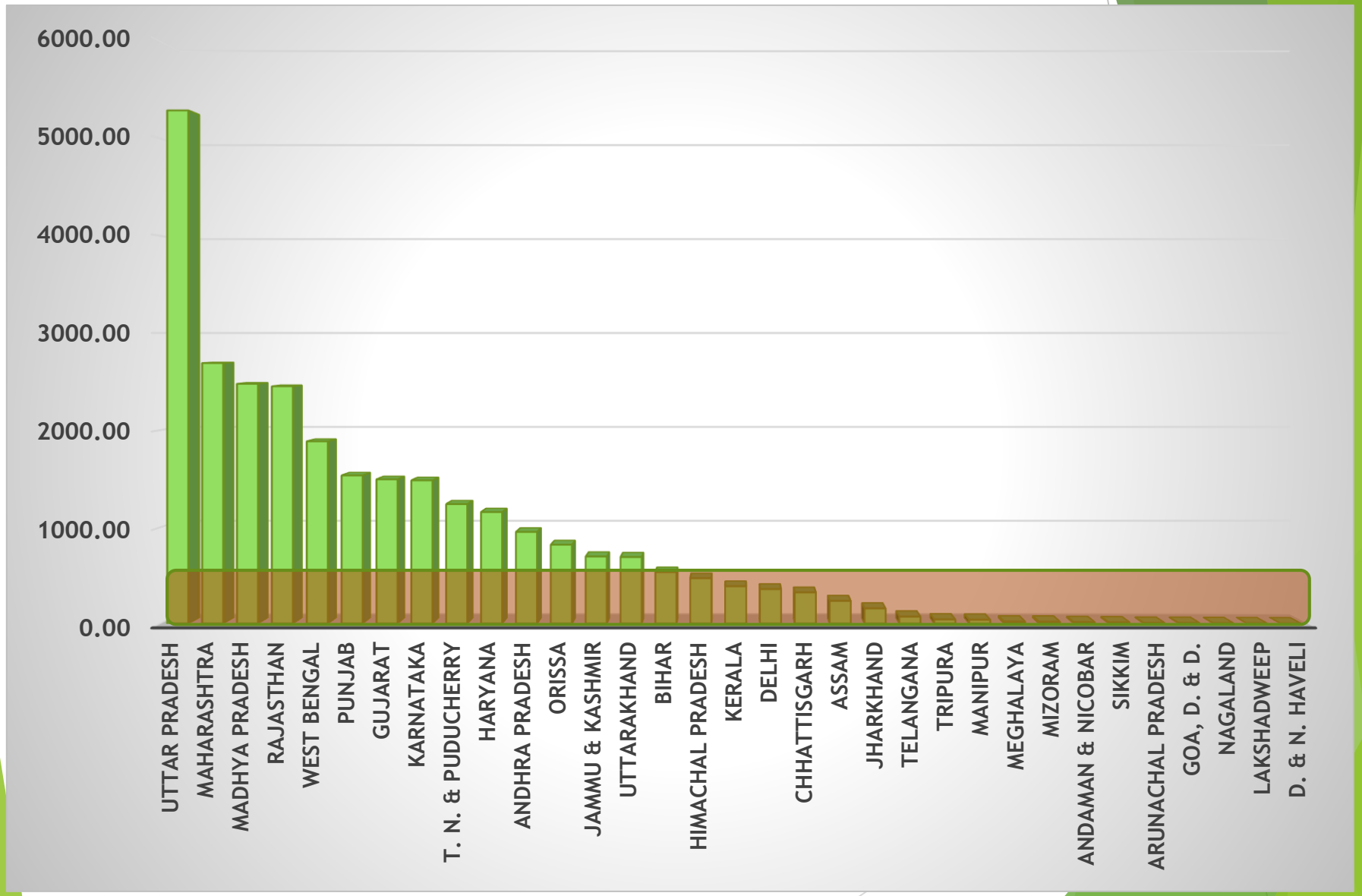
Call Status Pre Restructuring and Post Restructuring



Number of Call Handled per FTA per Day State-wise

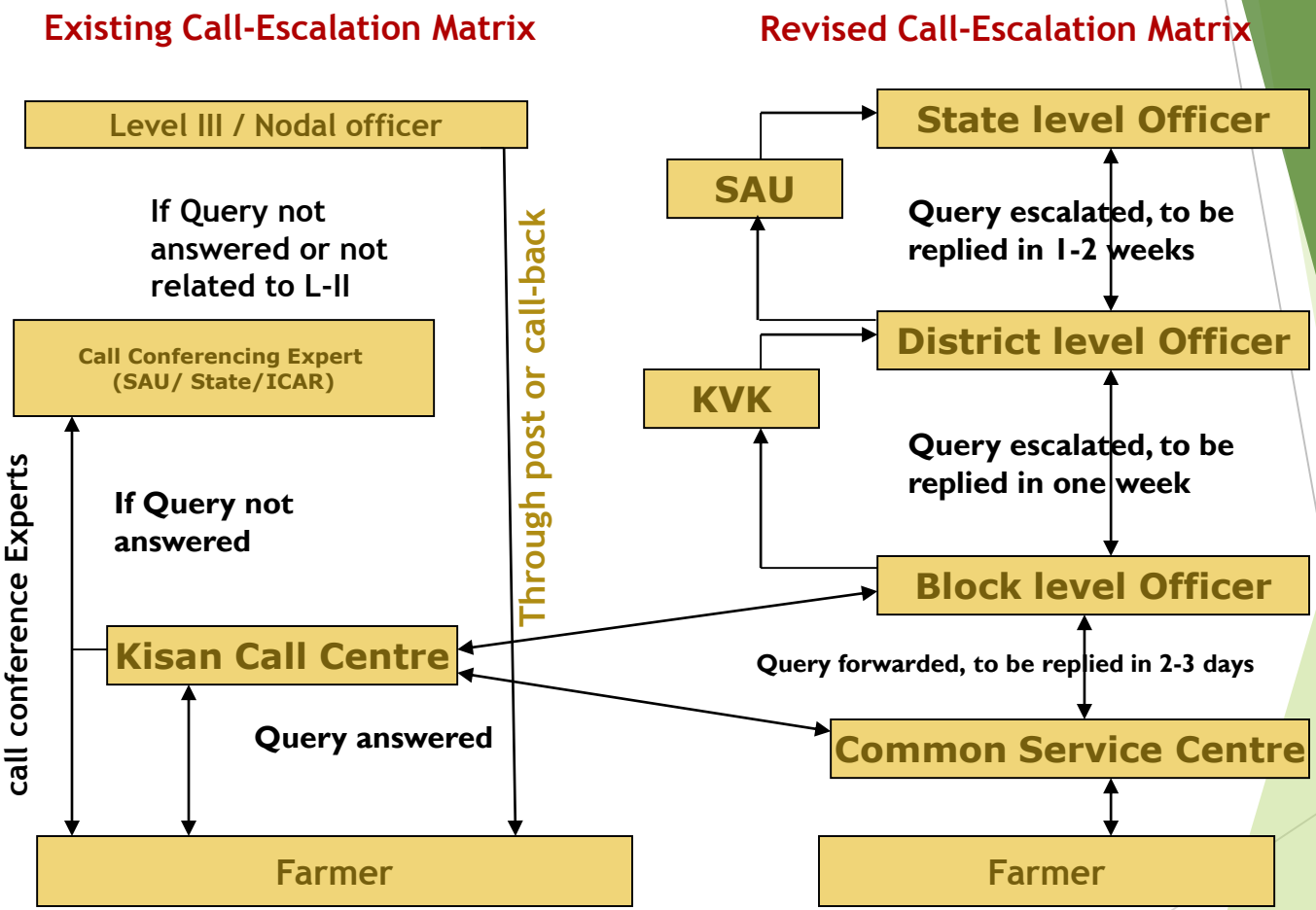


Call Attended Per Day at the KCCs for different States



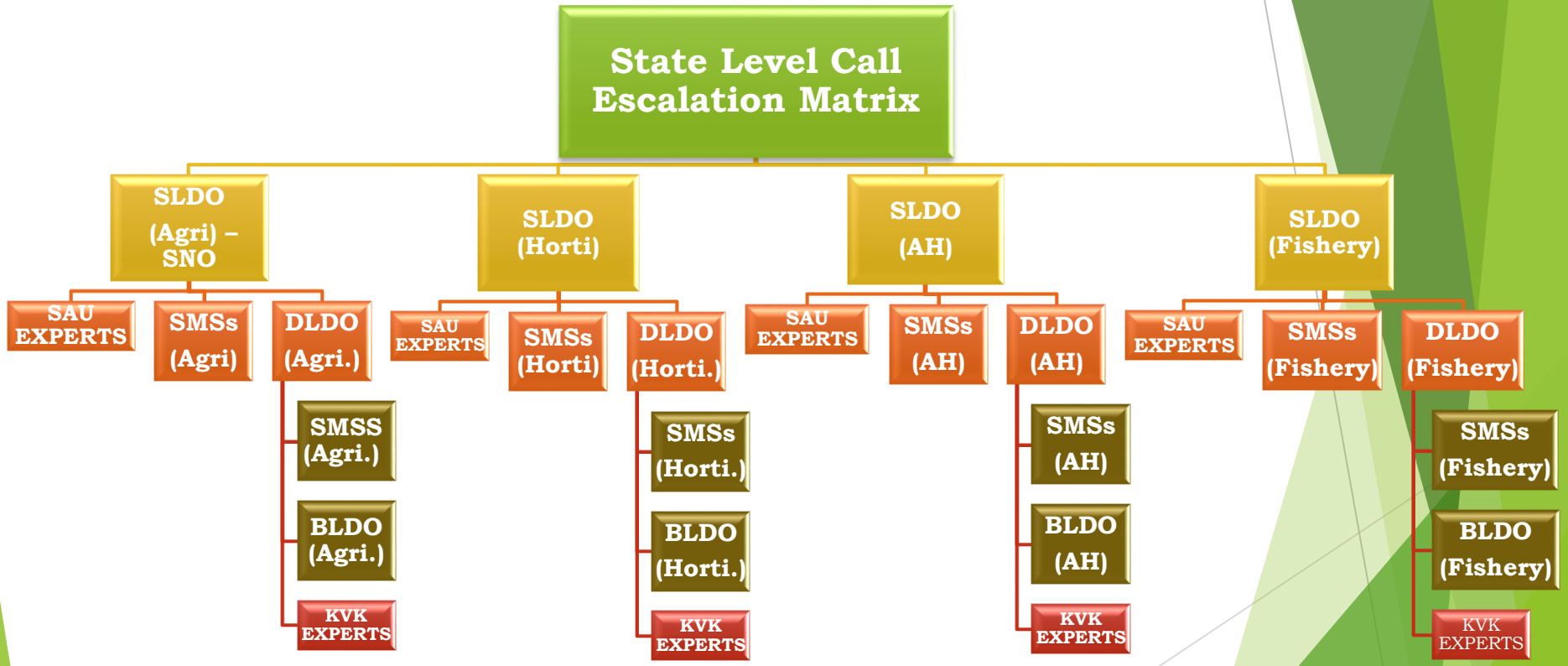
Monitoring Mechanism

- 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



KISAN CALL CENTRE - CALL ESCALATION MATRIX

Call Escalation Experts at State Level



Status of Call Escalation Implementation

State	SLDO	DLDO
A AND N ISLANDS	1	
ANDHRA PRADESH	2	
ARUNACHAL PRADESH	1	
ASSAM	1	
BIHAR	1	
CHANDIGARH	1	
CHHATTISGARH		
DADRA AND NAGAR HAVELI	1	
DAMAN AND DIU		
DELHI	1	
GOA	2	
GUJARAT	1	
HARYANA	1	
HIMACHAL PRADESH	1	11
JAMMU AND KASHMIR	1	
JHARKAND	5	1
KARNATAKA	1	
KERALA	2	
LAKSHADWEEP		
MADHYA PRADESH	1	
MAHARASHTRA	2	
MANIPUR		
MEGHALAYA	1	
MIZORAM	2	
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

State	Total Escalated	Pending	Replied
ANDHRA PRADESH	41	41	
ASSAM	4	4	
BIHAR	209	209	
CHHATTISGARH	18	18	
DELHI	15	15	
GUJARAT	77	77	
HARYANA	23	23	
HIMACHAL PRADESH	19	19	
JAMMU AND KASHMIR	5	5	
JHARKAND	12	12	
KARNATAKA	61	61	
KERALA	3	3	
MADHYA PRADESH	149	149	
MAHARASHTRA	189	188	1
ODISHA	34	34	
PUNJAB	59	59	
RAJASTHAN	392	391	1
SIKKIM	3	3	
TAMILNADU	63	33	30
TELANGANA	37	37	
TRIPURA	1	1	
UTTAR PRADESH	273	273	
UTTARAKHAND	21	21	
WEST BENGAL	37	37	

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 inn 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.

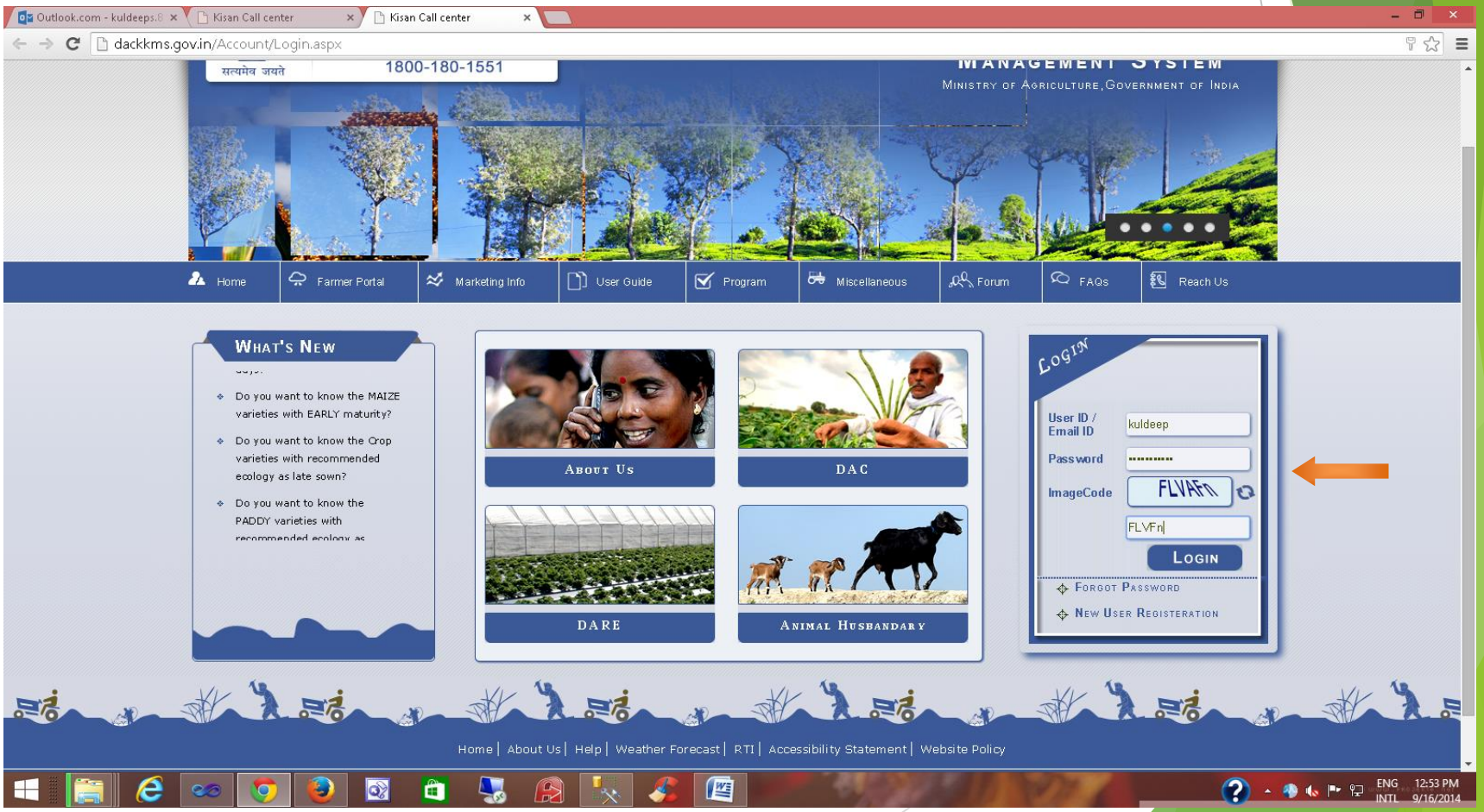
User manual for creation of user IDs at State/District/Block Level for implementing revised KCC Call Escalation Matrix

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

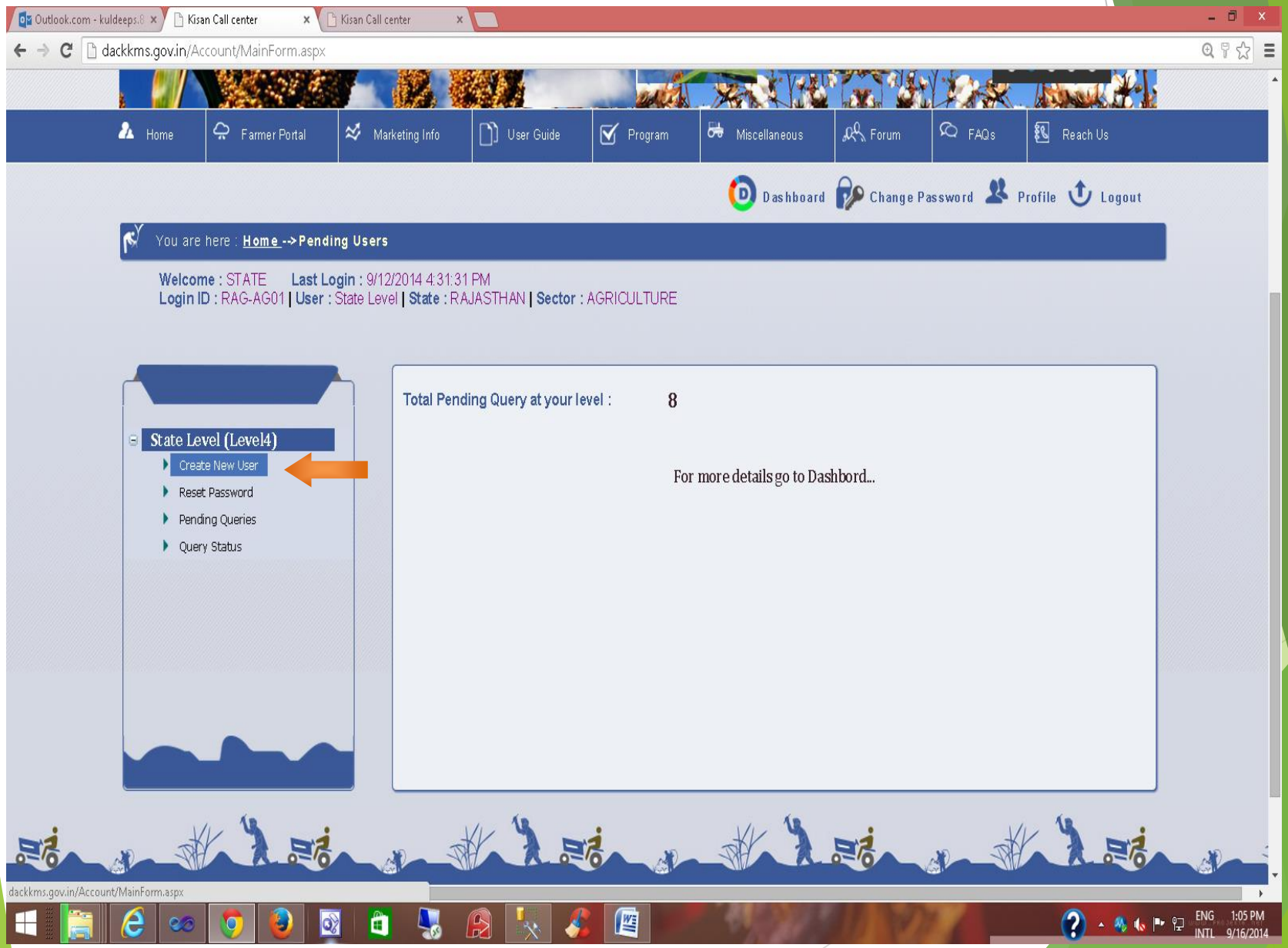
- **For creating State Level User(Level4)**

A. Go to http://dackkms.gov.in/

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

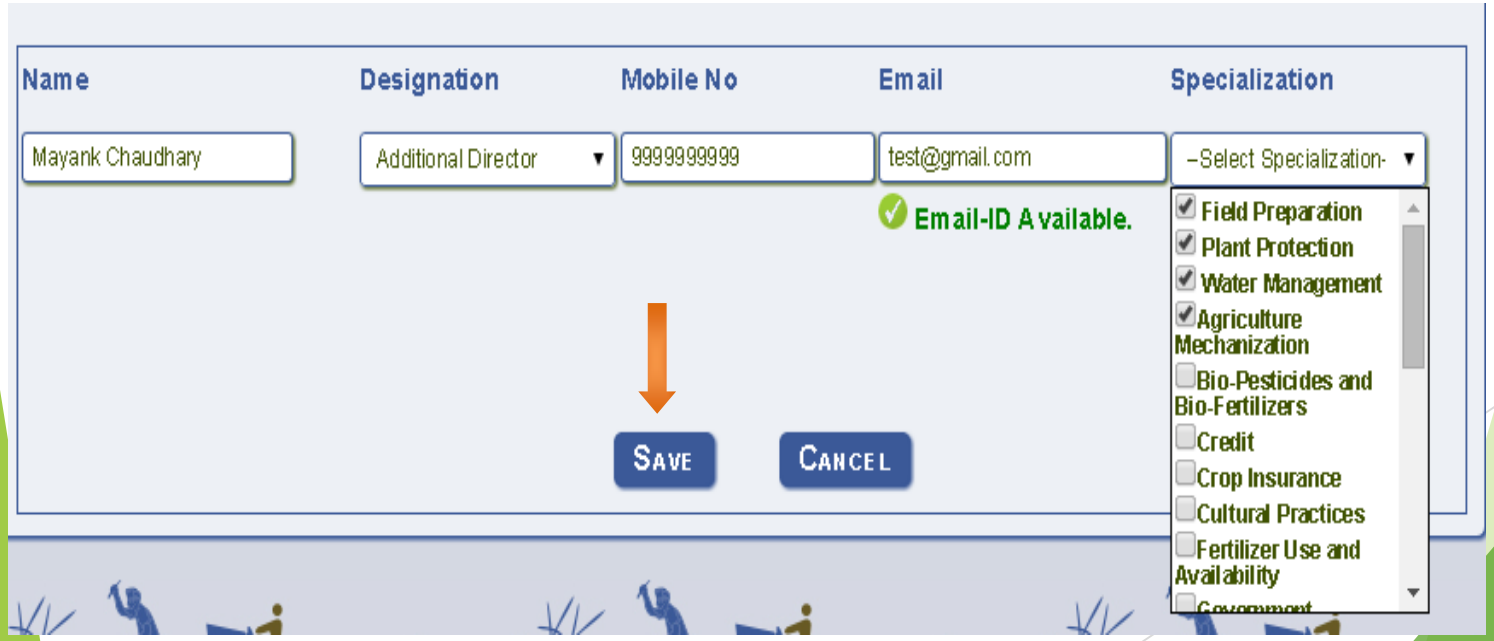


C. After login, Click on **“Create New User”** option.



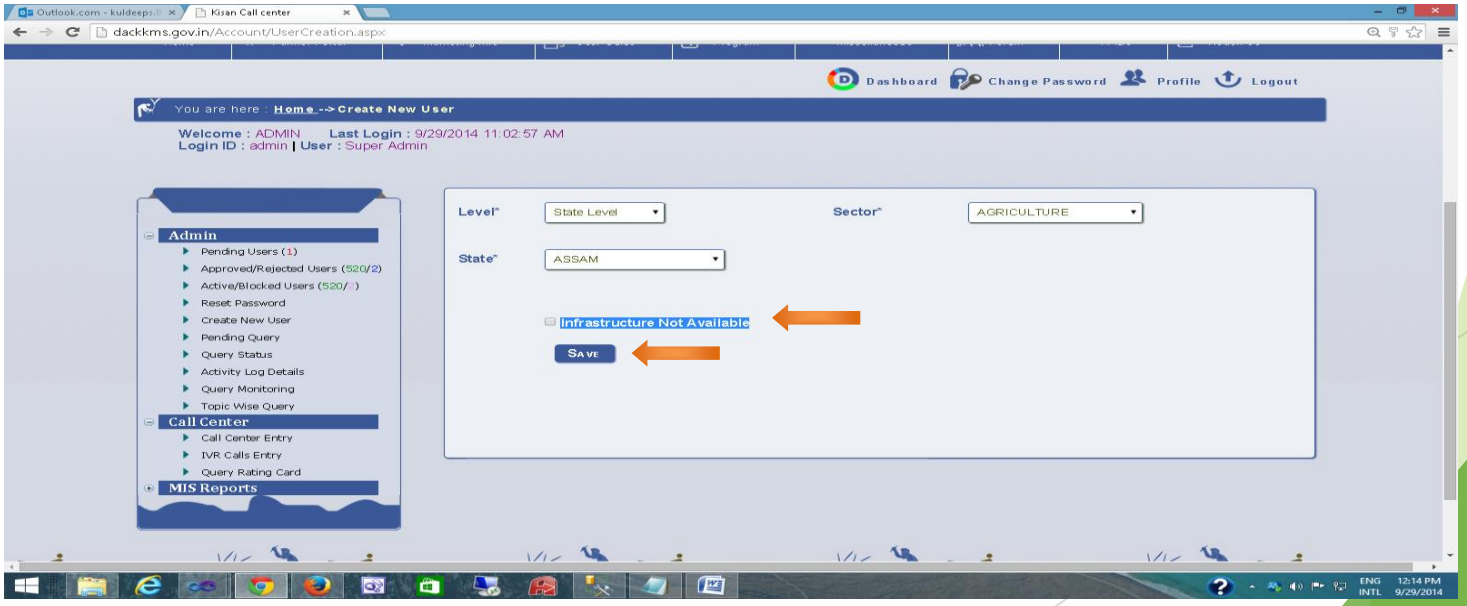
D. Now select **Level, Sector and State** of which level user you like to create.
E. After Selecting **Level, Sector and State** Click **Add New** Button.

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



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.**

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.

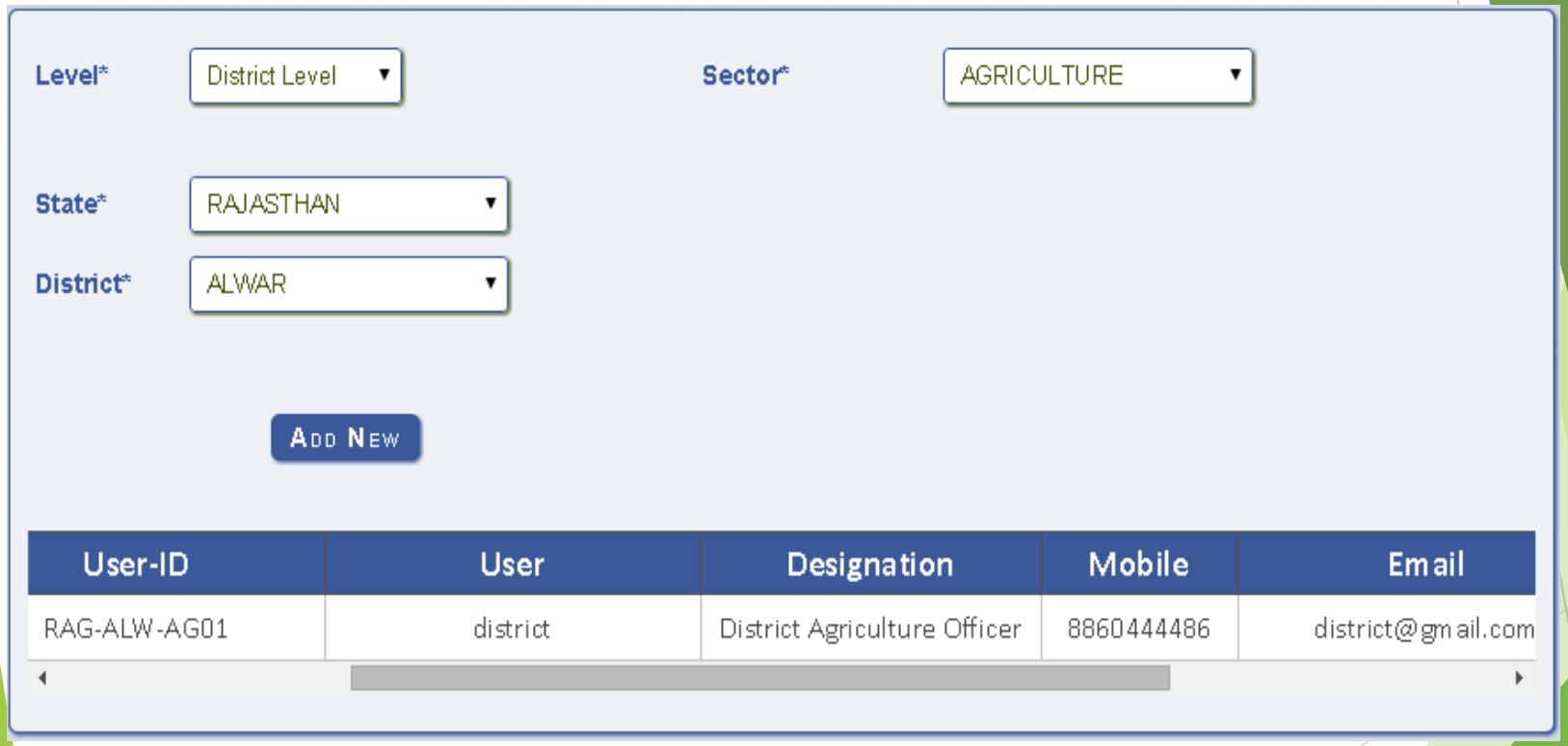


3. For creating District Level User(Level3)

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.

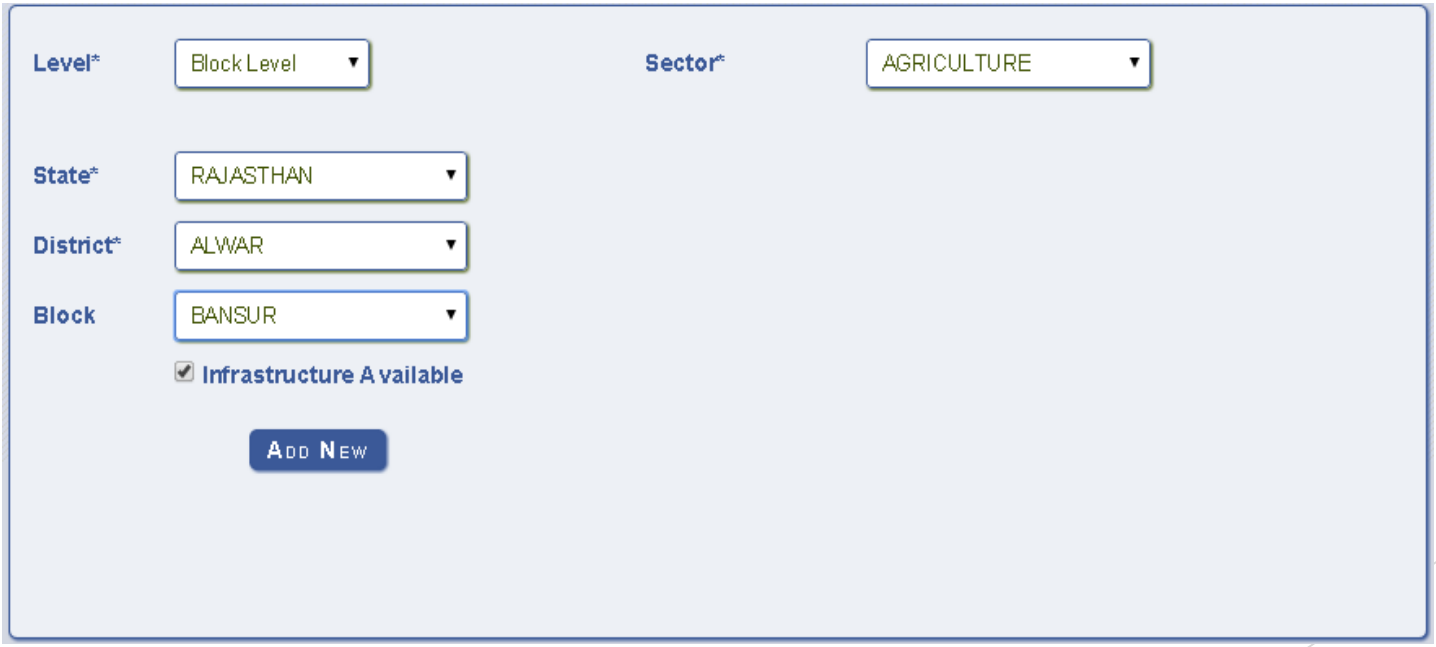
District Level user will be created. For example..



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.

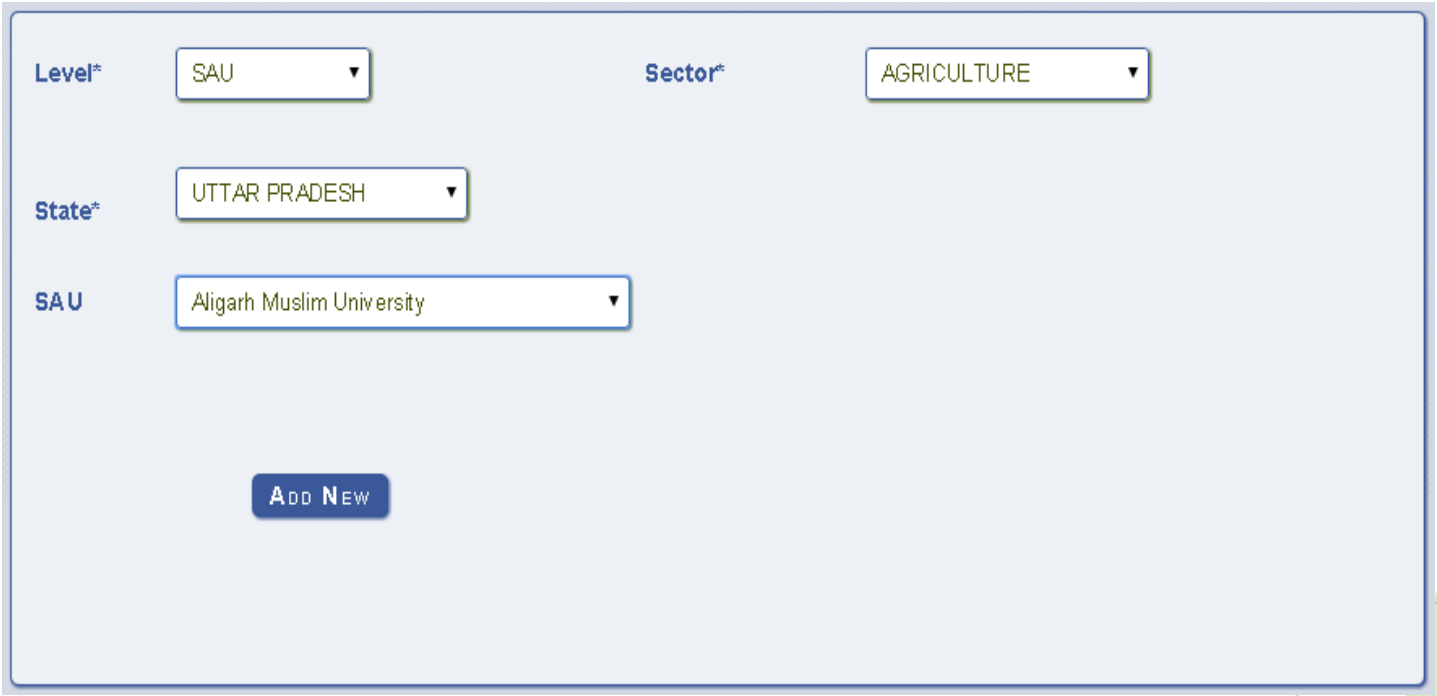


4. For creating SAU User

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.



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