

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

LOK SABHA
STARRED QUESTION NO. 178
TO BE ANSWERED ON THE 1st AUGUST, 2023

KISAN CALL CENTRES

*178. SHRI RAVNEET SINGH BITTU:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government is considering to revamp Kisan Call Centres to sort out farm issues and if so, the details thereof;
- (b) the total calls received, attended to and unanswered in these centres during the last three years, year-wise;
- (c) the likely benefits to accrue to the farmers by the implementation of the changes in the functioning of the said centres;
- (d) whether the Government is taking any measures to increase the reach of DD KISAN, the dedicated TV Channel for farmers; and
- (e) if so, the details thereof and if not, the reasons therefor?

ANSWER

MINISTER FOR AGRICULTURE AND FARMERS WELFARE
कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT IN RESPECT OF PARTS (a) TO (e) OF THE LOK SABHA STARRED QUESTION NO. 178 DUE FOR ANSWER ON 01.08.2023 REGARDING “KISAN CALL CENTRES”

(a): Ministry of Agriculture and Farmers Welfare has decided to revamp Kisan Call Centres by using advanced information and communication technologies for providing contextually relevant and customized technical solutions to the queries of farmers related to agriculture and allied subjects. This includes advanced communication tools like chatbot, video calling, two-way video/audio clips, two-way SMS, Artificial Intelligence/Machine Learning (AI/ML) based Decision Support Systems (DSS) and interaction with conversational tools such as chatbot, to support real time response to farmers' queries.

(b): The total calls received, attended to and unanswered in Kisan Call Centres during last three years, year-wise is provided as under:

(Nos. in Lakhs)

Year	Total Calls received	Answered Calls	Unanswered Calls
2020-21	58.38	54.74	3.64
2021-22	47.87	45.81	2.06
2022-23	35.22	33.53	1.69

(c): The likely benefits to accrue to the farmers by the implementation of the changes in the functioning of the Kisan Call Centers are;

- I. Farmers can get real-time customized technical solutions to queries/problems by receiving farm advisories through the voice tech tools/features during crop growing seasons with customized voice messages and audio and video clips related to technologies, pest & disease control, market intelligence and weather information.
- II. Farmers can send photographs of field problems and make video calls with the Farm Tele Advisors (FTAs) at KCC and get solutions for their field problems.
- III. Farmers can get information about various schemes/programmes run by Central, State and UT Governments for the benefit of farmers and express the issues and problems related to the schemes/programmes.

(d) & (e): DD Kisan, a 24x7 satellite TV Channel of Prasar Bharati, is exclusively dedicated to the farmers and the agriculture sector. The objective of this channel is to serve and educate farmers and build their capacity for using new technologies in their activities and taking its reach to the remotest parts of the country. The programmes of DD Kisan are designed to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth. 3 programmes namely Krishi Darshan (30 minutes) (5.30 – 6.00 PM), Hello Kisan (60 minutes) (6.00 - 7.00 PM) and Choupal Churha (30 minutes) (9.00 – 9.30 AM) (05 days a week) on DD Kisan dedicated to farmers.
