

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

L O K S A B H A
UNSTARRED QUESTION NO.2438
TO BE ANSWERED ON THE 6TH AUGUST, 2024

Kisan Call Centre in Anantapur District

2438. SHRI G LAKSHMINARAYANA

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

Question:

- (a) the number of calls received from farmers in the Anantapur district by the Kisan Call Centre (KCC) and the types of queries most frequently addressed during the last three years;
- (b) the details of the support and advisory services provided to farmers in Anantapur district through the KCC, including information on crop cultivation, pest management, market prices, weather forecasts, and Government schemes;
- (c) the measures taken to ensure the quality and accuracy of information provided to farmers in Anantapur district through the KCC;
- (d) the impact of KCC on farming practices and productivity in Anantapur district, including documented improvements in crop yields, pest management, and farmers' awareness of Government schemes; and
- (e) whether there are any specific challenges faced in the implementation of the KCC in Anantapur district, and if so, the reasons therefor?

ANSWER

MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण राज्य मंत्री

(SHRI RAMNATH THAKUR)

(a) & (b): Department of Agriculture & Farmers Welfare launched “Kisan Call Centres” (KCCs) Scheme on January 21, 2004 to harness the potential of Information and Communication Technology (ICT) in Agriculture by answering farmers’ queries in 22 official languages on a telephone call in their own language. These call centres are working in 17 different locations in the country covering all the States and UTs including Anantapur District of Andhra Pradesh State. A countrywide common eleven-digit Toll Free Number 1800-180-1551 has been allotted for Kisan Call Centre. This number is accessible through mobile phones and landlines of all telecom networks including private service providers. Kisan Call Centre services are available from 06.00 AM to 10.00 PM on all seven days of the week at each KCC location. Kisan Call Centre agents known as Farm Tele Advisors (FTAs), are graduate or above (i.e. PG or Doctorate) in Agriculture or allied sectors (Horticulture, Animal Husbandry, Fisheries, Poultry, Bee-Keeping, Sericulture, Aquaculture, Agricultural Engineering, Agricultural Marketing, Bio-Technology, Home Science, etc.) and possess excellent communication skills in respective local language. Queries which cannot be answered by FTAs are transferred to higher level experts. These experts are Subject Matter Specialists (SMSs) of State Departments of Agriculture (SDAs), ICAR Institutes, KVKs and State Agricultural Universities (SAUs). The details of calls answered during last 3 years are as under:

(calls in number)

Sl. No.	Year	Farmers’ calls answered in the country	Farmers’ calls answered in Andhra Pradesh State	Farmers’ calls answered in Anantapur District
1.	2021-22	4580898	149294	16753
2.	2022-23	3352922	70451	15260
3.	2023-24	3402150	114130	15787
	Total	11335970	333875	47800

The details of most frequently asked queries by the farmers from Anantapur District during the last 3 years are as below:

(calls in number)

Sl. No.	Subjects of most frequently asked queries	2021-22	2022-23	2023-24	Total
1	Weather related information	9209	8394	9135	26738
2	Plant Protection- Disease & Pest Management	3284	2738	2658	8680
3	Nutrient Management	1171	1242	1176	3589
4	Government Schemes related information	1297	520	398	2215
5	Cultural Practices	346	405	459	1210
6	Market Information	283	396	499	1178
7	Sowing Time and Weather of area specific crops	208	271	327	806
8	Fertilizer Use and Availability	227	240	268	735
9	Weed Management	182	193	144	519
10	Seeds	115	197	143	455
11	Varieties of different agricultural and horticultural crops	105	162	153	420

(c) All the Farm Tele Advisors (FTAs) working at Kisan Call Centres are graduate or above (i.e. PG or Doctorate) in Agriculture or allied sectors. Pre-seasonal trainings before Kharif and Rabi are provided to all FTAs in State Agriculture Universities and ICAR Institutes for updating the knowledge for providing contextually relevant and customized technical solutions to the queries of farmers related to agriculture and allied subjects. The Farm Tele Advisors refer the portal Kisan Knowledge Management System (KKMS), repository of information on agriculture and allied subjects maintained by Department of Agriculture & Farmers Welfare (DA&FW) and websites and published materials of India Metrological Department (IMD), Marketing Division (Agmarknet), State Agricultural Universities (SAU), Krishi Vigyan Kendras (KVK) etc., for providing information to the farmers on weather, market and technical aspects related to cropping

practices. The calls are 100% recorded and quality of calls are being audited and monitored by KCC Managers and KCC Supervisors on daily basis, by listening to the FTAs call recordings and guiding them further, if required.

(d) An impact assessment study was conducted during 2019-20 in the country on random sample survey basis and it was found that over 85 percent of the farmers found the services of the KCC are very useful. Around 40 percent of the farmers confirmed that they saved money after using the information received from KCC in their farm operations.

(e) Queries of farmers from Anantapur district of Andhra Pradesh State are answered from the Kisan Call Centre at Hyderabad and no specific challenge has been observed in answering the calls from the famers.

XXXXX