

F.No. 23(20)/2004-KCC/ET
Government of India
Ministry of Agriculture
Department of Agriculture & Cooperation

Krish Bhawan, New Delhi

Dated April 7, 2011

To,

**APCs/Principal Secretaries/Secretaries/Commissioners/Directors,
Agriculture & Pr. Secretaries/Secretaries, IT of all States & UTs**

Subject: Restructuring & Strengthening of Kisan Call Centres

Sir,

During discussion held on different forums about revamping and re-designing of **Kisan Call Centre Scheme** being run by this Department, the **State Governments had been requested to get proactively involved in Kisan Call Centre(KCC) Scheme not only in supervising the quality of extension services provided by the KCC agents but also in ensuring that the revised escalation matrix (Annexure I) under the Kisan Knowledge Management System (KKMS) (<http://dackkms.gov.in/KKMS/>)** is firmly put in place. In order to take this process forward and to further improve functioning of KCCs, a major ad-campaign has been launched on electronic media regarding KCCs. This has increased the number of incoming calls manifold during the last 18 months. DAC has been working very closely with the BSNL to get data regarding attempted calls and thereby revise the number of seats in each of these Call Centres. The KCC software itself has been

modified substantially so as to ensure a key role for functionaries of State Department of Agriculture and allied sectors.

During visit to various KCCs in the country by the officers of this Department and the undersigned, systemic issues have been noticed. Therefore, I would request you to kindly take the steps listed in **Appendix-I** to improve functioning and to enhance efficacy of these KCCs.

To summarize, following actions need to be initiated by the State Government to put the modified KCC scheme in operation immediately:

- Supervision of quality & speed of service delivery by the KCCs and provision of additional information to the KCCs by the State Departments of Agriculture & Allied Sectors.
- Sensitization workshops at State and District levels. The latter may include block level functionaries as well.
- Provision of latest versions of guide books and booklets issued by the State Agriculture Department or the Agricultural Universities.
- Communication of login IDs & passwords to various officers at different levels. These are being sent through another communication.
- Coordination with the State IT Department to get the scheme rolled out through the CSCs. The Service Centre Agencies (SCAs) may need to be intimated about the login details being conveyed separately.
- Finalization of schedule of monthly video conference with various Divisions/Zones in the State and organization of these workshops regularly thereafter.
- Appointment of a Nodal Officer for KCCs
- Orientation programme of CSC agents.
- Implementation of escalation matrix in toto and ensuring that higher level officers keep a track of the answers given at lower level, so that an erroneous answer (if any) can be rectified, if time

permits. Otherwise, an advisory may be issued to such lower level officer.

- Fixing of charges for services rendered by CSC agents.
- Provision of basic computer infrastructure and internet connectivity at the District and Block levels.
- Submission of data for Farmers' Portal and KKMS if the same has not already been done. If State level package of practices has already been provided, then compilation may now be done in soft form (as per the earlier templates only) for each NARP zone in your State.
- This circular may be shared with Secretaries/Directors of Horticulture, Animal Husbandry & Fisheries Departments.

Salient aspects of the proposed changes have been briefly dealt with and it is possible that some nebulous areas still remain. Therefore, you are requested to revert to the undersigned by e-mail or telephone for clarifications, if any.

Yours faithfully,


(Sanjeev Gupta)

Copy to :

1. Secretary, IT to the Government of India with a request that integration with Common Service Centres as proposed above and developed in consultation with the officers concerned in the DIT, Gol may kindly be facilitated.
2. The Director General, National Informatics Centre with a request to direct the State Information Officers to organise Video Conference with different Divisions/Zones of the State every month as per the schedule to be communicated by the State Agriculture Department.
3. All Additional Secretaries/Joint Secretaries in the DAC with a request to sometimes make the visit to the Kisan Call Centres when they visits various States.
4. Sr. PPS to Secretary(A&C) for information of the Secretary.

**MEASURES NEEDED FOR SUPERVISION &
IMPLEMENTATION OF MODIFIED KKMS/KCC SCHEME**

- i) Locations, contact details and Yahoo Messenger IDs of the KCCs located in your State have been tabulated in **Annexure-II** to this letter. **All call centres have installed the web camera, so that quality of responses and general activities of the KCC can be monitored online' using Yahoo Messenger.** In addition to this, the officers of the State Government can periodically visit the KCCs and supervise and evaluate functioning of KCCs. Condition of computer hardware and use of KCCs/KKMS software may also be assessed by closely watching functioning of some agents. **Moreover, since answer given by KCC agents and other officers shall be available online at higher levels of hierarchy, periodic guidance can be provided to the KCC agents.**
- ii) The Government of India and the State Governments come up with numerous initiatives, schemes and advisories/contingency plans from time to time. It is necessary to keep the KCC agents apprised of all such developments through e-mail, so that they can answer farmers' queries in this regard.
- iii) While KKMS and other web-based interfaces give adequate information which is useful to the farmers, still the KCC agents very often use the guide books and booklets brought out by the State Government and the local Agricultural Universities. **Therefore, it is necessary that the latest versions of these books are provided to the KCC agents.** The KKMS is currently structured to include Package of Practices and Good Agricultural

Practices for different parts of the State in the shape of a searchable database. **Other farmer related information such as seed varieties, availability of inputs, list of dealers, machinery & equipment etc. is being made available on the Farmers' Portal developed by this Department.** A KCC/CSC (Common Service Centre) agent is expected to use both these databases for the benefit of farmers.

- iv) Every State has quite a few NARP zones having different problems and issues. Therefore, **interaction of KCC agents with the Divisional /Zonal level officers of the State Agriculture and allied departments needs to be organized every month on pre-announced dates at the video conference either in the University' campus or through State Informatics Centre, for which NIC is being requested separately.** These video conferences may need to be held in such a manner that every KCC agent gets at least a bi-monthly exposure to various issues in different parts of the State.
- v) **The KCCs are being directed to give a weekly feedback to the State Department of Agriculture & allied Departments regarding the nature of calls including area specific prevalence of crop diseases, pest infestation etc.** In order to ensure that this is a two-way communication channel, the Commissioner/Director of Agriculture should ensure that a designated Nodal Officer gets across to the KCC supervisor periodically.
- vi) You may also be aware that Common Service Centres (CSCs) set up in PPP Mode by the Department of IT are also being established for a group of villages throughout the country. It is envisaged that farmers can access information regarding the package of practices of agriculture, horticulture, animal husbandry, dairying & fisheries sectors available in KKMS, either directly or through Common

Service Centres (CSC). **The CSC agents can log onto KKMS or respective websites to answer queries and if this is not possible, they may escalate queries to higher levels. The CSCs can also upload photographs along with description of the problem,** if farmer comes with specimens of crops affected by diseases. For this purpose also, an interface has been developed. The CSCs will give an acknowledgement of the query posted in the prescribed format. The amount to be charged by CSC agents for registering a query will not normally exceed Rs. 5/- per case including the printing cost of acknowledgement slip. Answers to the queries which are not given immediately, will be sent by post (or directly to the farmer if a definite date is indicated for giving the answer). The charges for giving print-out of answer/solution will not exceed Rs. 2 per page in addition to postal charges. Notwithstanding these broad upper limits indicated above, the State Government will be free to fix exact charges which can be levied by a CSC.

- vii) 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.
- viii) As may be seen from Annexure – I, the queries will be escalated to Block level first (Level – II) from the CSC/KCC agents. **If Block level officer does not reply the query within the specified time, queries automatically get escalated to District (Level-III) & thereafter to State (Level-IV). There may be some Blocks where either IT infrastructure or broadband connectivity may not be available, such blocks need not be assigned codes as of now and queries in such cases will get directly escalated to the district level.** At the District level, experts/officers from the Agriculture and allied departments shall be responsible for reply to the queries escalated from the CSCs, if necessary, after taking

inputs from the KVKs. Similarly, even though queries will be parallelly escalated to the SAUs concerned, the Head of the Department at the State level will ensure that an appropriate reply is conveyed by his/her Department within the prescribed time limits. The login IDs and passwords for these CSC agents are being conveyed separately in consultation with Department of IT, Government of India.

- ix) In order to provide distinct login IDs to various officers of the State Government, KVKs and SAUs from block level upwards, the following coding scheme is envisaged:

Block Level:

SSG-DDDG-BBBB-Ag01/Ho01/Ve01/Fy01

Where SS, DDD & BBBB are 2, 3 and 4 digit numerical codes as per Ministry of Panchyati Raj and Ag01/Ho01/Ve01/Fy01 denote first Agriculture Officer, Horticulture Officer, Veterinary Officer and Fisheries Officer respectively posted at the Block Level. Therefore, for instance, if there is only one Horticulture Officer posted in Dinapur Block of District Patna in Bihar, his login code would be 03G-301G-1954-Ho01. Letter G has been added in front of the State Code and the District Code to distinguish it from University and KVK respectively where letters U and K respectively shall be used after State and District codes.

District Level:

Here, the codes in case of District Level Officers of the State Government would be

SSG-DDDG-0000- Ag01/Ho01/Ve01/Fy01. Naturally, the 2nd and 3rd Agriculture related officers will be called Ag02, Ag03 etc.

In case of a KVK, the code would look like as follows:

SSU-DDDK-0000-Ag01/Ho01/Ve01/Fy01

State Level:

Relevant codes for the State Level and SAU scientists will be as follows:

SSG-0000-0000- Ag01/Ho01/Ve01/Fy01

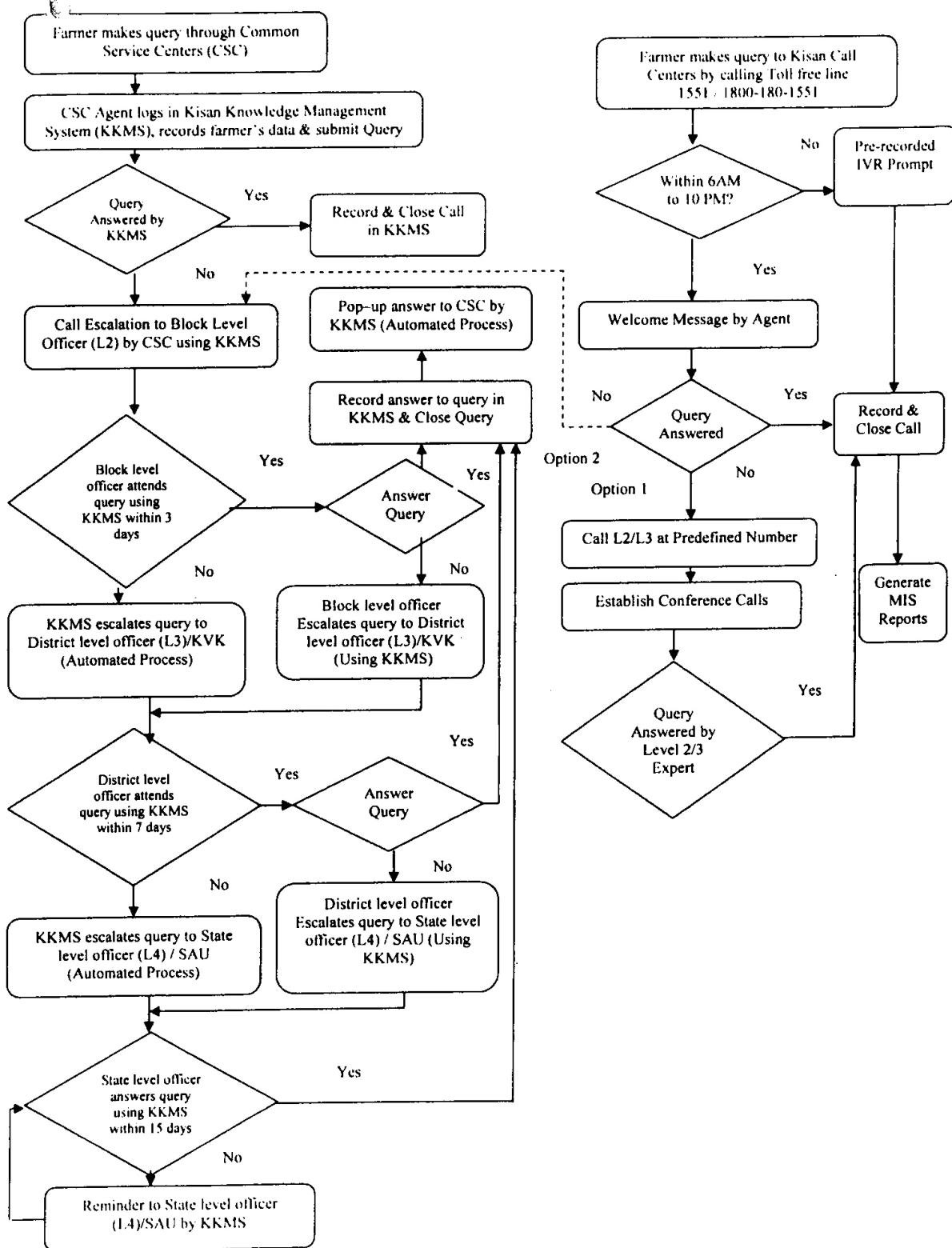
SSU-0000-0000- Ag01/Ho01/Ve01/Fy01

The State's district and block codes for your state are being conveyed separately by email.

- x) The level-II expert (Block) should reply within 3 – 4 days of query logged in and the unanswered query should get escalated to District Level (L-III) within one week. In case L-III does not answer the query within 7 days of receipt of query from the Block, the same will be escalated to the State Level within 10 days. Kindly note that these are outer time limits. Urgent matters will need to be attended to more promptly. **If discussion with the farmer is necessary to resolve the query or to render proper advice, a conference call with the farmer can be held by dialing the Kisan Call Centre at 1800-180-1551.**
- xi) **The Frequently Asked Questions (FAQs) and other locally relevant information at the district/state level may need to be updated after appropriate authentication and validation of such solution or answer given by authorized call centre agents.** Such validation will be done not below the level of the District In-charge of Agriculture (or allied sectors) Department in a State for Block level FAQs and Director Agriculture (or allied sectors) in case of District level FAQs.
- xii) Some States like Madhya Pradesh, Andhra Pradesh & Kerala have separate KCCs run by the State Government. Therefore, as mutually agreed during the "Orientation-cum- Review Workshop on Modified ATMA Scheme" held on 3 – 4 August, 2010 these State Governments are requested to take steps to merge these 2 call

centres at a central location accessible through the all India toll free No. of 1800-180-1551 as this number has been widely publicised through nation-wide Television, Radio & Newspaper advertisements. **In such a situation, required funding for the Call Centre agents as well as for call inflow to these KCCs can be paid for by the Government of India.** The State Government can supplement by continuing to provide instantaneous technical inputs (through the staff deployed so far in the KCCs being run by the State) to assist these call centre agents in discharging their duties. Some Universities have volunteered to locate the KCC in their premises. Your State may also like to take a lead in this regard, so that technical back up of experts is readily available to the agents who will be better located to update their knowledge periodically.

Call Receiving and Escalation Matrix in Kisan Call Centre (KCC)



Locations Contact details and Yahoo Messenger IDs of the KCCs located in different states

Sl. No.	State Covered	KCC Supervisor's Name	Address,	Contact	Email	Yahoo Messenger IDs
1	Andhra Pradesh	Md.Salauddin	M/s Caretel Infotech Ltd, Plot No 3-6-322 , Flat No 302, Mahavir House Hyder Guda, Bashir Bagh Above IDBI Bank Hyderabad - 29	91-9848007860	salauddin@caretelindia.com	KCC_Hyderabad@yahoo.com
2	Utter Pradesh	Mr Deepak Agarwal	M/s Caretel Infotech Ltd 508/508 A, Software technology park UPSIDC complex, A-1/4 lakhanpur Kanpur-208024	9935029773	deepak.knu@caretelindia.com	ccmis_knp@yahoo.com
3	Ranchi	Mr Manish	Caretel Infotech Limited C/o VIKRAM SINGH, Arya Nagar, Arya Puri, Opp - Kabristan, Ratu Road, Ranchi Jharkhand - 834001	9661154314	kccjharkhand@yahoo.in	ranchikcc@yahoo.in
4	Bihar	Mr Ram Kishore	M/s Caretel Infotech Ltd Mezzanine Floor of Madhu Shadan Rajendra Path Patna 800 001	9386144613	caretelpatna@gmail.com	kcc.patana01@yahoo.com
5	Jammu & Kashmir	Mr Tarun Pal Singh	M/s Caretel Infotech Ltd 91-A Gandhi Nagar Jammu-180003	9469152611	jammu@caretelindia.com	kcc.jammu@yahoo.com

6	Gujarat, Daman & Div, Dadara & Nagar Haveli	Ms Tarika Tipre	M/s Caretel Infotech Ltd 202/2, Liberty Complex Nr St Xaviers ladies hostel, Swastik char rasta, Navrangpura Ahmedabad - 9	9879516761	caretel.amd@gmail.com	kccamd@yahoo.com
7	Tripura	Ms Rolly	M/s Caretel Infotech Ltd 134, Bipani Bitan Bldng Durga Choumohani, Triprua West Agartala - 799002	9830186544	kcc.tripura@gmail.com	kcc_tripura@yahoo.com
8	Orissa	Ms Binoo Patnaik	M/s Caretel Infotech Ltd 34 Jaydev Nagar Nageshwar Tangi HB Colony, Lewis Road Bhubaneswar-751002	9437015711	kccbhu@gmail.com	bhubaneswarkissancallcenter@yahoo.com
9	Punjab & Haryana	Mr. Mandeep	M/s Caretel Infotech Limited SCO-315-316, 2nd Floor, Sector -35 B Chandigarh 160022	9876247049	chandigarh@caretelindia.com	mandeep.chd33@yahoo.com
10	Uttarakhand	Mr. Deepak Agarwal	M/s Caretel Infotech Ltd Unit - Kissan Call Center 43 / 1, Mazri Mafi, Opp. Rajeshwari Nursery, Jogiwala Dehradun - 248 001	9935029773	deepak.knu@caretelindia.com	kcc.dehradun@yahoo.com
11	Delhi	Mr. Mukesh Sharma	M/s Caretel Infotech Ltd C 123 , 7th Floor, P P Tower Netaji Subhash Place, Pitampura New Delhi - 34	9818482146	mukeshg@caretelindia.com	kccdelhi@ymail.com

12	Sikkim	Ms Rolly	M/s Caretel Infotech Ltd H/o Mrs. Choden Chamu Bhutia Below Saino Hotel, Sangoo House, Arithang Road, Gangtok - 737101	9830186544	gangtok.kcc@gmail.com	kccgangtok@yahoo.co.in
13	Arunachal Pradesh	Ms Rolly	M/s Caretel Infotech Ltd H/o Mrs. Hage (Rubu) Rinya Opp of RK Mission Hospital, Ganga Market ITA Nagar 1st Floor, Above Rubu Construction, Itanagar - 791110	9830186544	kcc_itanagar@yahoo.com	kcc_itanagar@yahoo.com
14	Madhya Pradesh	Mr Vikas Shukla	M/s Caretel Infotech Ltd C/o M/s. Biz Proxy Solutions, 3rd floor, Samdaria Yatri Nivas, Old Sheela Talkies, Civil Lines, Jabalpur Madhya Pradesh 482004	9425345460	vshukla102@yahoo.com	lpur@ymail.com
15	Rajasthan	Mr Harish	M/s Caretel Infotech Ltd U - 5, Krishna Appts, C-4 Hathi Babu Marg Bani Park Jaipur - 302016	9414223450	kcc_jaipur@hotmail.com	kcc_jaipur@yahoo.com

16	Chhattisgarh	Mr Vikas Shukla	M/s Caretel Infotech Ltd Shop No. 5, Beside Gurunanak Hall Shyam Nagar, Inside the Gurunanak Dwar, Telibandha Raipur Chhattisgarh 494554	9425345460	vshukla102@yahoo.com	kccraipur@gmail.com
17	Himachal Pradesh	Mr Pushp Raj	M/s Caretel Infotech Limited Cabin 202, PC Chambers The Mall Shimla 171001	9459125515	kccshimla@caretelindia.com	pushap_agro@yahoo.com
18	Kerala & Lakshadweep	Mr Ragesh	M/s Caretel Infotech Ltd Minerva academy, 3rd Floor Rohini Plaza, Masjid Road Kokala Trichur 680021	9446618865	kisan_kerala@yahoo.com	kisan_kerala@yahoo.com
19	Maharashtra & Goa	Mr Vikas Shukla	M/s Caretel Infotech Ltd V.I.P. road, Dharampeth Nagpur 440010	9425345460	vshukla102@yahoo.com	kcc_nagpur@yahoo.com
20	Karnataka	Mr Xavier	M/s Caretel Infotech Ltd # 4, 1st floor, Thirupathi Balaji Towers # 35/13, Langford Road Cross, Bangalore 560025	9880403040	xavier.a@caretelindia.com	xavierr_bln@yahoo.com

21	Assam, Manipur & Nagaland	Mr Zakir Hussain	Caretel Infotech Limited Anuram Kutir, 2nd Floor House Mp 30/31 Near Balaji Departmental Store, Soni ram Bora Road, BSNL Bye Lane, Bora Service, Ulubari Guwahati - 781007	9706601269/ 9706737725	Kisan_ghy@hotmail.com	kccghy@yahoo.com
22	Mizoram	Ms Rolly	M/s Caretel Infotech Ltd B-5, Ramthar Veng, Bishop Road Aizwal 796007	9830186544	kcc_aizwal@yahoo.com	kcc_aizwal@yahoo.com
23	West Bengal & Andman & Nicobar	Ms Rolly	M/s Caretel Infotech Ltd 12A, CAMAC Street, 2nd Floor, Unit - 2A Kolkata-700017	9830186544	cc.ccu@caretelindia.com	kcc.kolkata@yahoo.com
24	Meghalaya	Ms Rolly	M/s Caretel Infotech Ltd H/o Mr. Samir Ghosh, 2nd Floor, Jail Road, Near Jail Road Bazar Shillong - 793001	9830186544	cc.ccu@caretelindia.com	kccshillong@ymail.com
25	Tamil Nadu & Puducherry	Ms. Menaka Sivam	M/s Caretel Infotech Ltd Avaya Info Systems , NO : 340 Abi Call Taxi Building, Near : Karnataka bank D.B.Road, R.S.Puram Coimbatore - 641002	9944148015	kisancoimbatore@yahoo.in	kisancoimbatore@yahoo.com