

Impact of Kisan Call Center in Madhya Pradesh

Deva Kant¹ and Archana Pandey²

ABSTRACT

The Kisan Call Center (KCC) has been launched by Ministry of Agriculture, Govt. of India, New Delhi in January 2004. The KCC has been started in all the states of country. The farmers can call up in Kisan Call Center to enquire about queries/problems related to the crops, seeds, fertilizer, insect pest, Horticulture, Veterinary etc. The impact analysis of KCC has been made of 5 years (2006-2010) data on the basis of average calls received at level I, II & III month wise, discipline wise and district wise. On an average the Max Call received in the month September (24455) followed by October (18052) and Min Calls received in the month of January (9887) followed by July (10745). Similarly the Max calls received in percentage (%) in discipline of Plant Protection (50.47) followed by Agronomy (25.93) and Min calls received in percentage (%) in the discipline of Agroforestry (0.07) followed by Soil Science (01.51). The Max calls received in percent (%) from district Jabalpur (20.90) followed by district Narsinghpur (6.20%). The impact analysis shows that the farmers having max problems in kharif crops in the month of September due to reason that crop facing max insect pest problems in this month. It also shows that the farmers awareness is more in insect pest problems in cropping system, than any others problems and then in the discipline of Agronomy mainly regarding availability of seed material, varieties and use of fertilizer etc. The farmers have min problems in the month of January because of rabi crops having min insect pest problems etc. as per calls received. On the basis of district wise calls received it shows that the farmers of Jabalpur district are more aware to use the facility of KCC followed by Narsinghpur district. It may be the impact of Agriculture University (JNKVV) Jabalpur.

A Kisan Call Center consists of a complex of telecommunication infrastructure, computer support and human resources organized to manage effectively and efficiently the queries raised by farmers instantly in the local language. Mainly, Subject Matter Specialists (SMS) using telephone and computer, interact with farmers to understand the problem and answer the queries at a Call centre.

Kisan Call Center was established on 21st January, 04 at Agricultural Technology Information Center (ATIC) Jawaharlal Nehru Kirsi Vishwa Vidyalaya, Jabalpur by Hon'ble Ex Prime Minister of Indian Shri Atal Bihari Bajpayee as one of the center level-II with the concept to provide information to the farmers at their door step. This phone No. is toll free and available 24 hours. This facility is available to farmers to solve their problem with consultation of scientist/Agriculture experts at State level. Farmers are using this facility very frequently to get the remedy of their problems and most of the farmers are satisfied with the suggestions of scientists.

This a new dimension in Agriculture Extension management, which takes account of, and makes full use of on-going information and communication revolution, by optimally utilizing the communication bandwidth to serve the farming community in remotest areas of the country by connecting them to best of the agricultural scientific community. This is an important value multiplier for the existing extension mechanisms, which find it otherwise difficult (in terms of infrastructure and finances) to reach their desired clientele. This will enable establishment of close linkages and seamless communication mechanism among the key stakeholders in the extension system namely-Agricultural Scientists, Extension Functionaries, Farmers and Marketing Agencies.

METHODOLOGY

For impact analysis of Kisan Call Center in Madhya Pradesh a five years data (2006-2010) has been taken for analysis. The impact analysis has been done in

¹ Prof. & Incharge ATIC and ² Associate Prof. Agriculture Technology & Information Centre, JNKVV, Jabalpur

three dimension. Impact on call received in different months in five years and the average has been taken, the impact of calls received in different disciplines in five years and percentage average has been taken, similarly the calls received from different district of M.P. in five years and percentage average has been taken on the basis of these data the impact analysis has been done.

RESULTS AND DISCUSSION

The total calls received in different months at level I,II & III, has shows that max call received in the month of September (24455) followed by October (18052), June (17157), April (16037) March (15424), August (14430) etc.

Table No. 1: Monthly Calls Received at Kishan Call Center

Year/ Month	Jan.	Feb.	March	April	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.
2006	1363	1494	2046	1411	1817	2040	1816	1518	3434	2617	1476	2008
2007	1792	2016	1819	1624	1615	2146	2011	1721	4236	2046	1816	2104
2008	1672	2326	2019	1134	2104	1816	1322	1499	2894	2604	2690	2374
2009	2601	3357	6471	8369	4690	8666	3413	6337	10357	4658	2758	2118
2010	2460	2317	3069	3499	2097	2489	2183	3355	3540	3127	2283	2214
Total	9887	11510	15424	16037	12323	17157	10745	14430	24455	18052	11023	11918

The total calls received in discipline wise, the max calls received in the discipline of plant protection (50.47%)

followed by Agronomy (25.93%) Horticulture (12.56%) and General (5.38%) etc.

Table No. 2: Percentage Calls Received in difference discipline

	2006	1007	2008	2009	2010	Total
Agronomy	17.12	28.43	23.18	24.87	36.06	25.93
Horticulture	19.27	18.87	9.04	5.66	9.94	12.56
Plant Protection	49.31	43.38	56.00	61.35	42.30	50.47
Soil Science	02.30	00.36	1.57	-	3.31	01.51
Agro forestry	00.37	-	-	-	-	0.07
Agri. Engg.	02.50	01.49	2.55	2.46	2.14	1.85
Veterinary	02.00	01.59	2.16	-	3.50	2.23
General	07.13	05.88	5.50	5.66	2.75	5.38

Similarly the calls received district wise of M.P., the max calls received from Jabalpur (20.90%) followed

by Narsinghpur (6.28%), Katni (4.04%) Hoshangabad (3.72%) Rewa (3.45%) etc.

Table No. 3: District wise call received at Kisan Call Center

S.No.	District	Average%	No.	District	Average%	No.	District	Average%
1	Anuppur	00	2	Ashoknagar	00	3	Burhanpur	0.73
4.	Bhopal	3.35	5	Betul	2.06	6	Raisen	0.95
7	Raigarh	0.40	8	Sehore	1.57	9	Vidisha	1.66
10.	Hoshangabad	3.72	11.	Harda	1.91	12	Indore	2.80
13.	Khandwa	2.84	14	Khargone	1.00	15	Dhar	2.09
16	Barwani	0.49	17	Ujjain	2.10	18	Dewas	1.91
19	Neemuch	0.65	20	Mandsour	2.43	21	Ratlam	1.29

S.No.	District	Average%	No.	District	Average%	No.	District	Average%
22	Shajapur	0.65	23	Rewa	3.45	24	Satna	3.23
25	Sidhi	1.38	26	Shadol	2.10	27	Umaria	0.52
28	Jabalpur	20.90	29	Katni	4.04	30	Mandla	1.91
31	Balaghat	2.03	32	Chhindwara	2.43	33	Dindori	1.51
34	Narsinghpur	6.28	35	Seoni	2.28	36	Sagar	2.59
37	Damoh	1.57	38	Panna	0.77	39	Chhatarpur	1.11
40	Tikamgharh	1.20	41	Gwalior	0.92	42	Datia	0.71
43	Guna	0.96	44	Shivpuri	1.23	45	Murena	1.02
46	Bhind	0.64	47	Sheopur	0.43			

The max calls received in the month of September (24455) and the max calls received in the discipline of plant protection (50.47%) it clear shows that the farmers have max problems of insect pest in the month of September in kharif crops. Next to the month of September it is October and June in these two months the farmers having max queries regarding the availability of seed material, varieties of different crops of rabi and kharif fertilizer doses etc. In the month of March and August the calls received in the discipline of Horticultural crops etc.

CONCLUSION

The district wise KCC data has shown the awareness of farmers in using the facility of Kisan Call

Centre, the maximum calls of received from Jabalpur district (20.90%) it shows that the farmers of this district are more aware in using the facility of KCC. It is because of Jawahrlal Nehru Agricultural University, then the farmers of neighbor district like Narsinghpur and Katni are more aware in using the facility of KCC. The farmers of district Anuppur, Ashoknagar, Ujjain, Sheopur, Datia, Neemuch, Rajgarh and Raisen are not aware in using the facility of KCC.

REFERENCES

Kisan Call Center Report Department of Agriculture and Cooperation- Ministry of Agri. Govt. of India TCIL.

Kisan Call Center Report ATIC-JNKVV, Jabalpur