

Users Profile Of Kisan Call Centre, The Need And Difficulties Faced By Both Users And Officials Of KCC In Namakkal District

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Abstract: *Kisan Call Centre (KCC) is one of the active services provided by the Government of India exploiting the area of ICT to support the farmers in their day to day farming activities. Since the service is free of cost and can be accessed from any part of the country from 6 am to 10 pm, it is assumed to be utilized by a majority of the farmers in India (Koshy 2015). Hence the present study was undertaken to find out the users profile of Kisan Call Centre, the need and difficulties faced by both the users and officials of KCC in Namakkal district. A sample of 30 KCC users were select randomly from three blocks of Namakkal district. The study revealed that a majority (76.66%) of the users practiced as their primary occupation. A majority (70.00%) of the users of KCC were small farmers as identified in the study area. A majority of the users (43.33%) expressed two needs that are recommendations on pesticides need to be given with trade name and detailed information needed should be recommended. Regarding difficulties faced by the users, a majority (70.00%) of the users expressed their difficulties in getting access to the KCC followed by not getting immediate connection (53.33) and difficulty in explaining the pest and disease symptoms over phone (50.00%) as identified in the study area. Regarding difficulties faced by the officials, a majority of the officials (70.00%) expressed three major problems in continuous call attending, lack of man power and giving recommendations without seeing the crops and symptom.*

Keywords: *Kisan Call Centre, users, operators, difficulties, needs*

I. INTRODUCTION

Kisan Call Centre (KCC) is one of the active services provided by the Government of India exploiting the area of ICT to support the farmers in their day to day farming activities. Since the service is free of cost and can be accessed from any part of the country from 6 pm to 10 am, it is assumed to be utilized by majority of the farmers in India. The KCC consists of three levels namely level I which is the basic call centre interface, with high quality group and local language skilled agricultural graduates, level II with subject matter specialists on concerned important crops and enterprises, connected through good quality telecom and computer connectivity and level III which is the management group to ensure ultimate answering and resolution of all the farmers queries which are not resolved at level II, connected through

off line mode. In Tamil Nadu, the KCC was established on 21st January 2004. More than a decade had passed from the operation of the scheme in Tamil Nadu Lavanya P (2006).

II. MATERIALS AND METHODS

Namakkal district was selected purposively for the study. Out of fifteen blocks of Namakkal district Mohanur, Tiruchengode and Rasipuram blocks were selected randomly. Totally 30 KCC users (farmers) have been randomly selected for the study. A sample of 10 KCC users from each block has been randomly selected for the study. Thus the total sample size is 30. About 10 level I officials of KCC were drawn randomly for collecting data for this study.

III. RESULTS AND DISCUSSION

The results collected from the respondents regarding the user's profile of KCC and difficulties faced by both officials and users are presented in the following table 1.

n=30

S. No	Profile	Category	Users of KCC	
			Number	Per cent (%)
1.	Age	Young	8	26.67
		Middle	17	56.66
		Old	5	16.67
2.	Sex	Male	24	80.00
		Female	6	20.00
3.	Educational status	Illiterate	0	0.00
		Primary school	8	26.70
		Middle school	18	60.00
		High school	4	13.30
		Collegiate	0	0
4.	Occupation status	Agriculture as primary occupation	23	76.66
		Agriculture as secondary occupation	7	23.33
5.	Farm size	Marginal farmers	3	10.00
		Small farmers	21	70.00
		Big farmers	6	20.00
6.	Social participation	Low	7	23.33
		Medium	19	63.34
		High	4	13.33

Table 1: Profile of the users of KCC

Table 1 reveals that among the total users, a majority (56.66%) of the users were found to be in middle aged group and majority (70.00%) of the users were found to possess medium size farms. Majority (80.00%) of the users of KCC were male and majority (60.00%) of the users were middle school educated. A majority (76.66%) of them had agriculture as their primary occupation. As the KCC provides information on agriculture and allied fields, the people belonging to the farming community showed more involvement in agriculture. A majority (70.00%) of the users of KCC were small farmers. It could be observed from the table that a majority (63.34%) of the users had medium level of social participation.

n=30*

S.No	Users need in the advices recommended by KCC	Number	Per cent (%)
1.	Recommendation of information suitable to the local situations	9	30.00
2.	Recommendation of low cost technologies	10	33.33
3.	Delivery pattern should	10	33.33

	be clear		
4.	Latest technologies need to be recommended	5	16.66
5.	Recommendations on pesticides need to be given with trade name	13	43.33
6.	Detailed informations are needed	13	43.33
7.	Need to talk in local language	5	16.66
8.	Does not require any needs	4	13.33

*- multiple respondents

Table 2: Users need in the advices recommended by the officials of KCC

From the table 2, it is known that a majority of the users (43.33%) expressed two needs viz recommendations on pesticides need to be given with trade name and detailed information needed should be recommended. Apart from that, the users (33.33%) expressed two needs such as low cost technologies need to be recommended and delivery pattern should be clear.

n=30*

S.No.	Difficulties confronted by the users	Number	Per cent (%)
1.	Difficulty in getting access	21	70.00
2.	Call waiting	14	46.66
3.	IVRS mode not acceptable by users	5	16.66
4.	Difficulty in explaining the pest and disease symptoms over phone	15	50.00
5.	Immediate connection is not possible	16	53.33
6.	Time taken to get the required information is more	7	23.33
7.	No proper response even after repeated enquires	6	20.00
8.	Difficulty in explaining the queries with clarity to the officials	8	26.66

*- multiple respondents

Table 3: Difficulties confronted by the users of KCC

A majority (70.00%) of the users expressed their difficulties in getting access to the KCC because only six incoming lines were available at level I of KCC. Out of the six incoming lines, four incoming lines were allotted for attending the calls from TN and the rest two were for attending the calls from Andaman and Nicobar Islands. The second important difficulty identified by the users were not getting immediate connection (53.33%) followed by difficulty in explaining the pest and disease symptoms over phone (50.00%).

The suggestions given by the users were more number of telephone lines needed to be provided for making the users to

access the KCC easily. It was also suggested that, district-wise set up of call centres at each district office may prevent the line being busy at the office. Each district office shall function as KCC and the calls made from the concerned district shall land in the respective call centers at each district and then there would be fewer problems to get solutions for the pest and disease problem.

n=10*

S.No.	Difficulties faced by the officials of KCC	Number	Per cent (%)
1	Continuous call attending is very difficult	7	70.00
2	Difficulty in providing answer on specific areas	3	30.00
3	Giving recommendations without seeing the crops and symptoms is difficult	7	70.00
4	Difficulty in understanding the local language	5	50.00
5	Less salary	3	30.00
6	Lack of infrastructure	4	40.00

	facilities to facilitate handling of calls		
7	Entry of details about the farmers is difficult	7	70.00
8	Lack of manpower	7	70.00

*- Multiple respondents

Table 4: Difficulties faced by the officials of KCC

From the above table, it could be inferred that a majority of officials (70.00%) expressed four major difficulties namely, continuous call attending, lack of man power, giving recommendations without seeing the crops and symptom and entry of details about the farmers followed by 50.00 percent of officials expressed difficulty in understanding the local language and 40.00 percent of the officials expressed the lack of infrastructure facilities.

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