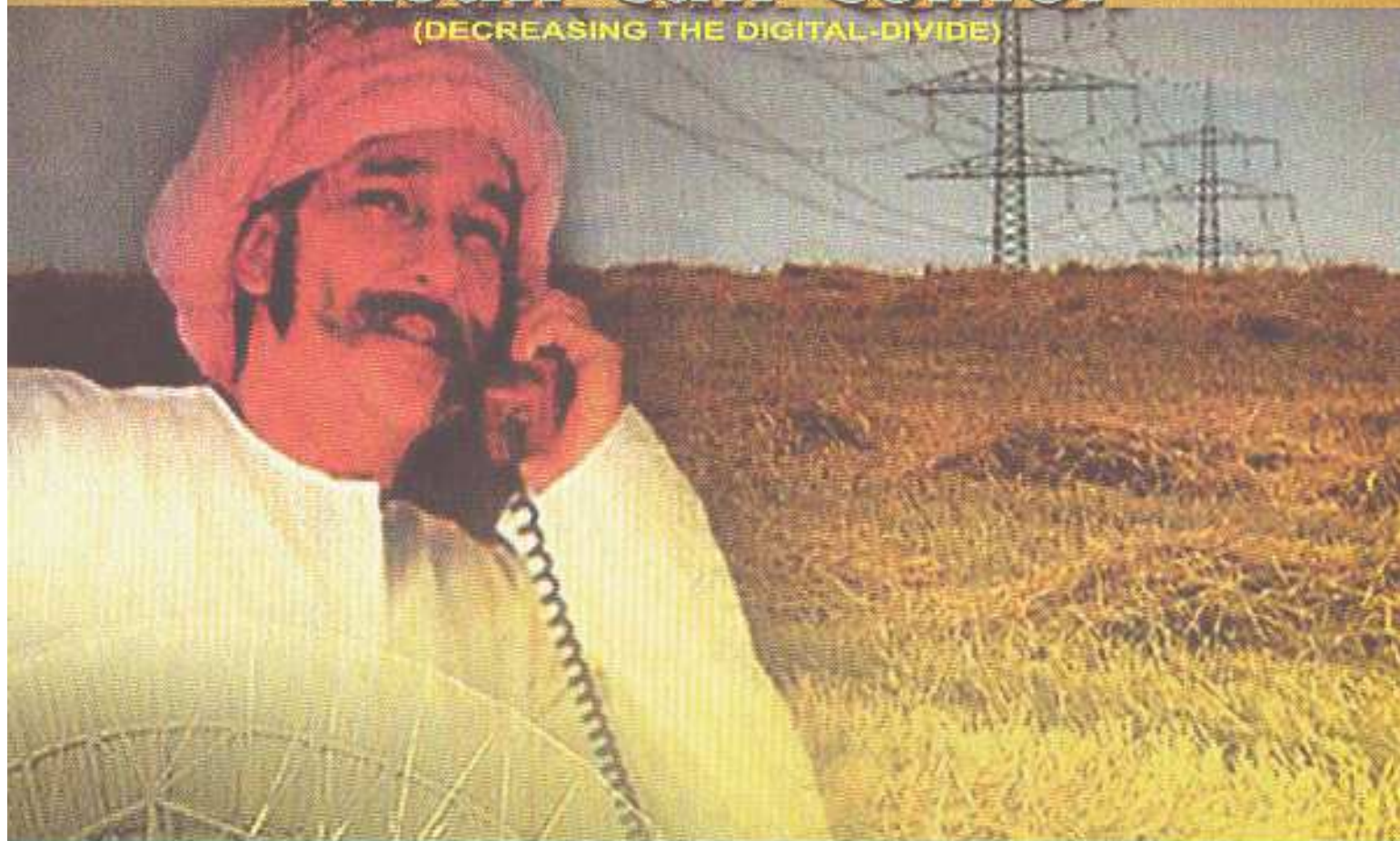


Kisan Call Center

(DECREASING THE DIGITAL-DIVIDE)



TELECOMMUNICATIONS CONSULTANTS INDIA LIMITED

NEW DELHI • INDIA



TCIL
IT
EXCELLENCE



KISAN CALL CENTER

The Indian Agriculture is on the threshold of a second revolution. It is becoming increasingly clear that the next leap will come from the information and the knowledge intensity transfer to the agriculture sector, together with the other traditional inputs and interventions.

The real challenge before the policy makers is to overcome the information asymmetry between farmer and farmer, village and village, region and region and the country as a whole versus other countries. Fortunately, the developments in the field of communication and information technology in India make it possible to attempt this task. In a country where more than 80 per cent of the population makes a living from agriculture, the Kisan Call Center is a Godsend opportunity.

TCIL has set-up nationwide 'Kisan Call Centers', as an easy **knowledge access point** for the farmers, for Department of Agriculture and Cooperation under Ministry of Agriculture, Government of India.

On January 21, 2004, live national television recorded the call center's first customer, Hon'ble Prime Minister of India Shri Atal Behari Vajpayee himself.

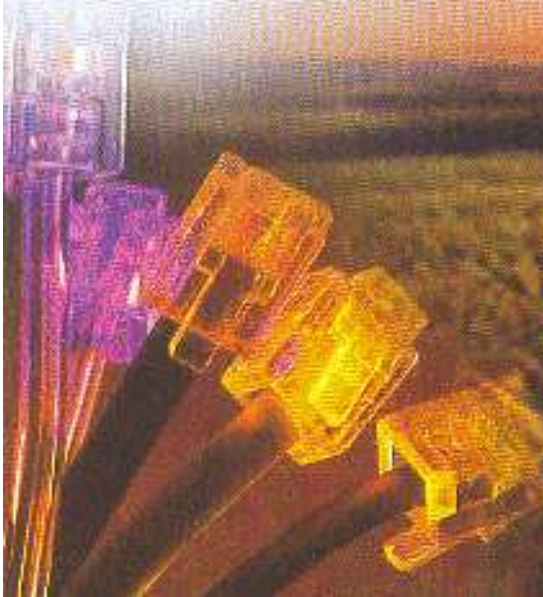
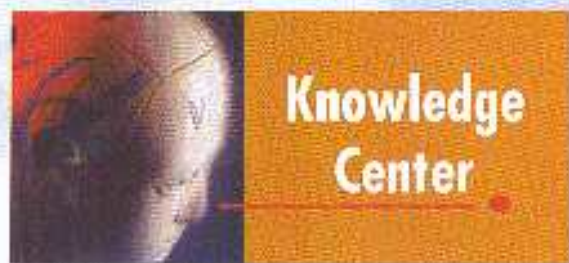


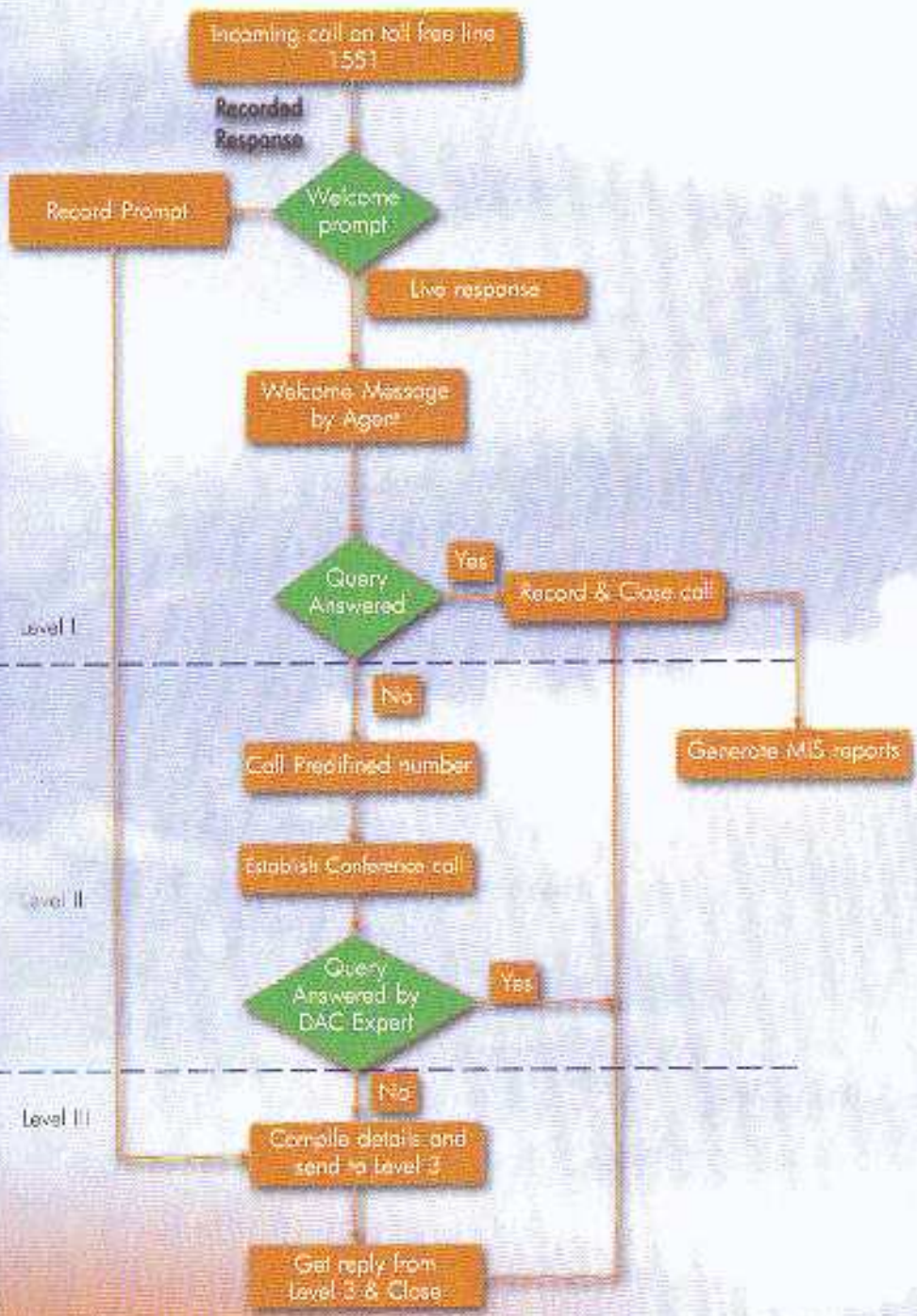
THE CONCEPT

The impressive telecommunication roll out in the country has made it possible to provide a 'service on demand' facility to the farming community. Accordingly, the entire country is covered in 21 principal languages by a network of Call Centres, which enables the farmers to get expert advice through a toll free number (1551) about the various queries or problems related to the Crops, Seeds, Fertilizers, Agriculture Commodity Prices, Pesticides, Horticulture, Veterinary, etc.

The trend of questions and the quality of answers are continuously monitored to upgrade the facilities and the entire system is evolving into a unique and revolutionary way of communicating with the farmers. This scheme has an in-built system of monitoring and continuous evolution for modifications and improvements.

Use of latest Information Technology tools to manage such a large amount of information can be used for improvement of farming and also in helping the policy makers to create 'Need' based policies. Knowledge Management System being added to supplement the efforts will add another exciting tier to this infrastructure.

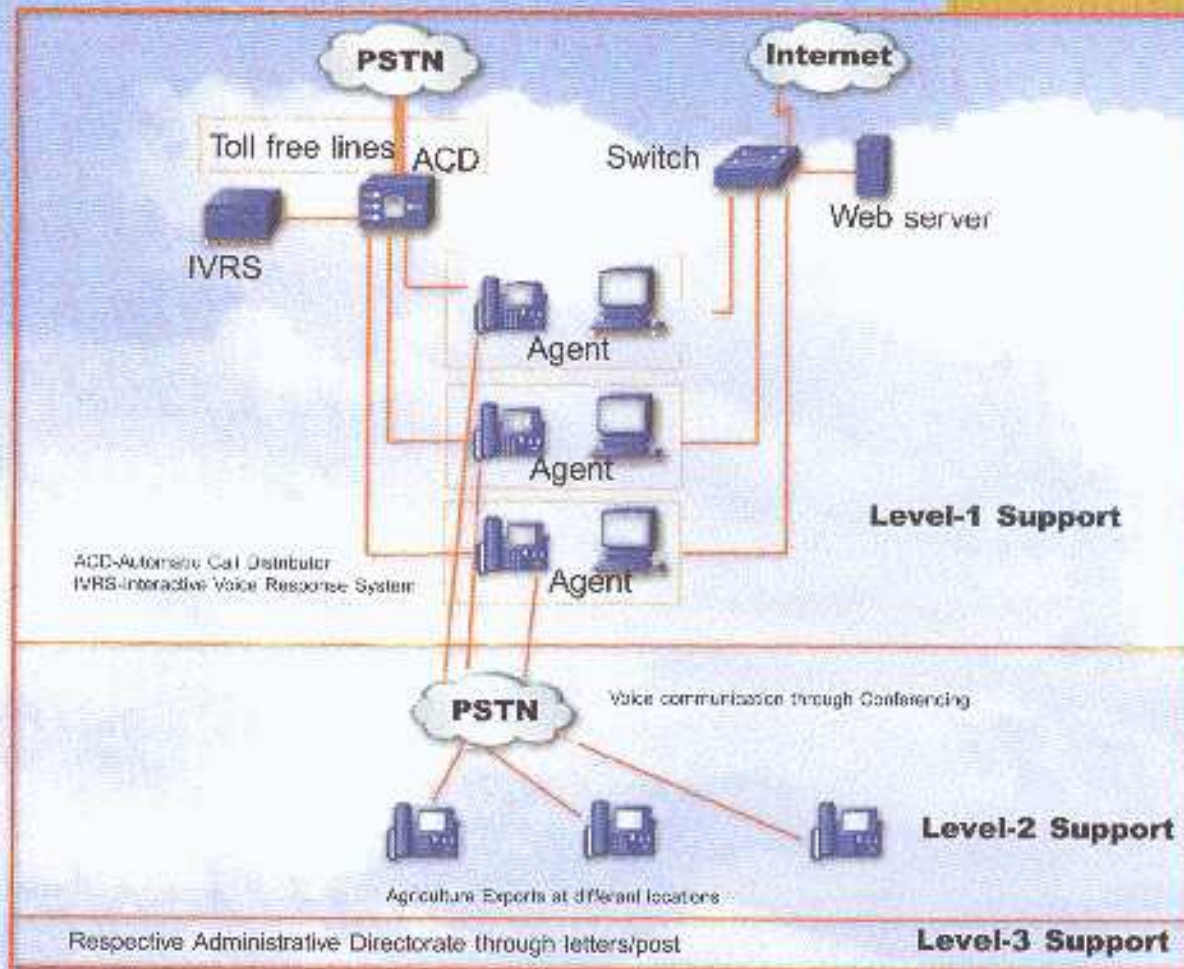




CALL FLOW DIAGRAM



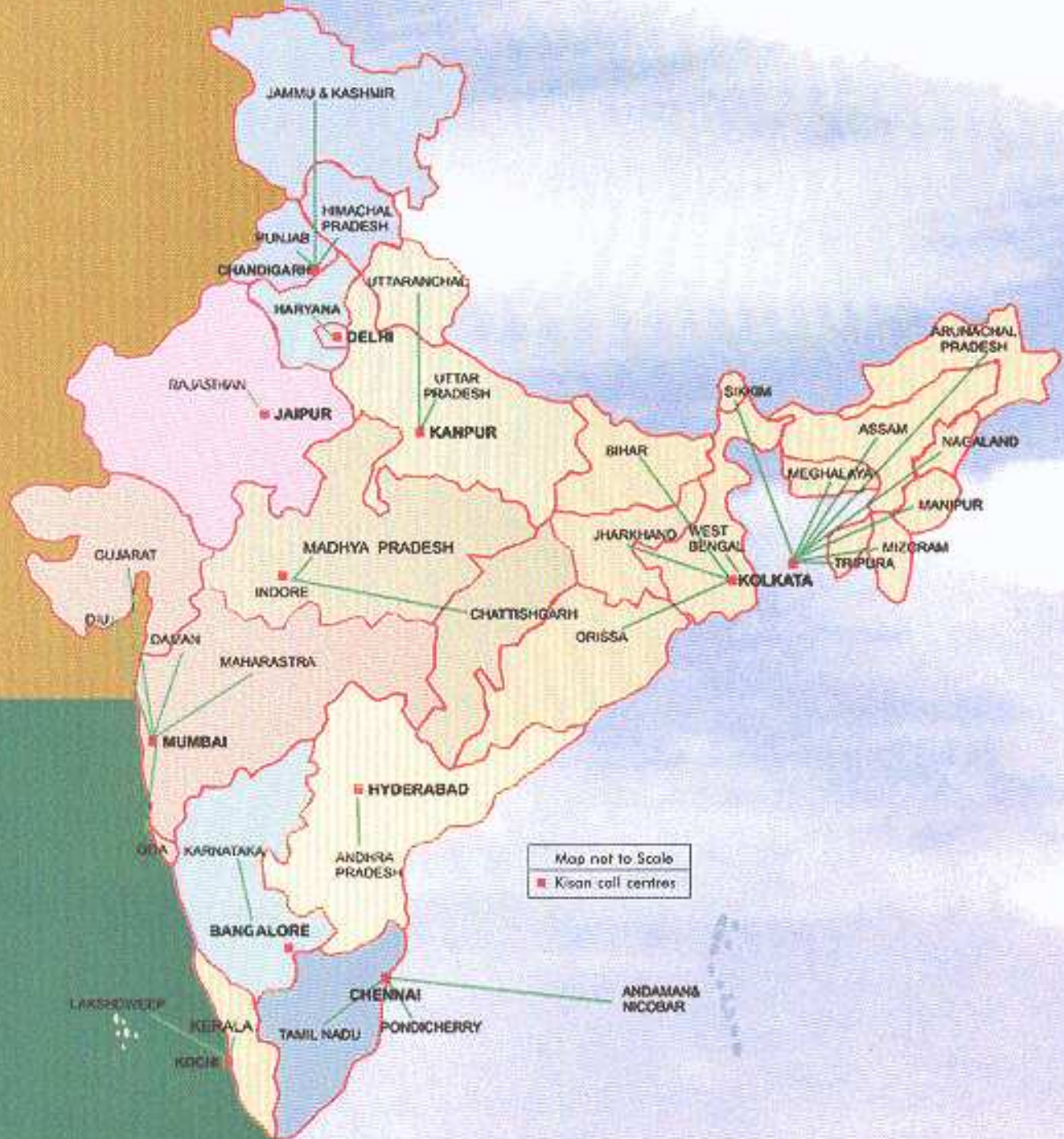
TECHNOLOGY SETUP



HIGHLIGHTS

No. of KCC locations-	11
No. of Language supported	21
No. of Level II experts	135
No. of Level II Directorates	11
Approx. calls/days	3500





Map not to Scale
 ■ Kisan call centres



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