Research Article

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Constraints Faced by the Farmers and Suggestions to outcome during Utilization Information through Kisan Call Centre in Prayagraj District, Uttar Pradesh

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ABSTRACT

Kisan Call Centre (KCC) services were initiated to provide timely and need-based agricultural information to farmers through telecommunication. The present study was conducted in Chaka block of Prayagraj district, Uttar Pradesh, to examine the constraints faced by farmers in utilizing KCC services and to document their suggestions for improvement. A total of 123 respondents were randomly selected from eight villages and data were collected through a pre-structured interview schedule and analysed using frequency and percentage. The major constraints reported were lack of feedback facility (71.54%), poor understanding of queries by agents (61.78%) and weak or no network availability (59.34%). Farmers suggested provision of detailed information on wheat cultivation (91.05%), establishment of a feedback cell (90.24%) and more advisories on pest and disease management (78.04%), along with information on latest technologies and government schemes. The findings highlight that while KCC serves as an important information source, its effectiveness can be enhanced by strengthening feedback mechanisms, expert involvement, communication quality and network reliability to make the services more farmer-centric and impactful.

Introduction

Agriculture is one of the oldest and most vital practices of humankind, playing a fundamental role in sustaining life and shaping civilizations. From traditional subsistence farming to advanced scientific agriculture, it has continuously evolved through technological innovations, economic pressures and environmental changes. Today, agriculture not only ensures food and nutritional security for a global population of over eight billion but also contributes significantly to economic development and environmental sustainability. In India, agriculture continues to be the backbone of the economy, with about 62% of the population dependent on it for their livelihood. According to the Census of 2001, the rural population accounted for 72.2% of the total, while the agriculture and allied sectors contributed 13.9% to GDP, 58.2% to employment and 10.6% to national exports (GOI, 2013-14). Agriculture is thus rightly considered the backbone of India's economy and the primary source of livelihood for more than half of the population.

Wheat is among the most important staple crops worldwide and India is the second-largest producer after China. Uttar Pradesh holds a prominent position in wheat cultivation, accounting for 36.6% of the country's area and 39.3% of its production. The state cultivates around 9.65 million hectares with a production of 26.87 million tonnes and productivity

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of 2785 kg/ha (Anonymous, 2016). Out of the 100 leading wheat-producing districts, 43 belong to Uttar Pradesh, including 19 districts from the western region. Despite this vast potential, the productivity of wheat in Uttar Pradesh remains lower than in states like Punjab and Haryana, largely due to limited access to timely and relevant agricultural information.

The dissemination of improved agricultural technologies has traditionally been a challenge for extension agencies due to limited manpower and infrastructure. However, with the rapid expansion of Information and Communication Technology (ICT), new opportunities have emerged for strengthening agricultural extension. ICT tools such as mobile phones and call centres provide cost-effective, timely, and location-specific information, enabling farmers to make informed decisions. To bridge the information gap between agricultural experts and farmers, the Government of India launched the Kisan Call Centre (KCC) scheme on January 21, 2004. The main objective of KCC is to provide solutions to farmers' problems through toll-free telephone services in their local languages.

KCCs have since become a milestone in ICT-enabled extension. They provide real-time advisory services to farmers through a nationwide toll-free number (1800-180-1551), accessible from both landlines and mobile phones across all telecom networks. Queries are answered in 22 local languages by trained agricultural graduates, known as Farm Tele Advisors (FTAs), and, when necessary, escalated to subject matter specialists for expert solutions (Das, 2016). The centres cover a wide range of topics, including crop management, pest and disease control, organic farming, animal husbandry, government schemes, and market information. Studies have shown that farmers benefit significantly by adopting the recommendations received through KCC services (Jaisridhar *et al.,* 2013). Despite these advantages, farmers often face challenges in availing KCC services effectively. Factors such as language barriers, limited network access, busy phone lines, and lack of feedback mechanisms reduce the overall effectiveness of the system. Identifying these constraints and incorporating farmers' suggestions is therefore vital for improving the functioning of KCC and ensuring that it continues to serve as an effective tool for enhancing agricultural productivity and farm income.

Research Methodology

The present study was conducted in Chaka block of Prayagraj district of Uttar Pradesh. Total 123 respondents were selected randomly from 08 villages of one block i.e., Chaka in Prayagraj district. Personal interview method was utilised by investigator himself, either at their home or at community place or at their field. Descriptive research design has been used in the present study. The data was collected from respondents by using the pre structured interview schedule. Data analysis is done through frequency and percentage distribution using statistical tools. For calculating percentage, frequency was multiplied by 100 and divided by total number of respondents.

Objective

To find out the constraints faced by the farmers during utilization information through Kisan Call Centre and seek their suggestions to outcome.

Results and Discussion

1. Constraints as perceived by the respondents is using the services of Kisan Call Centre.

Table 1.1 Constraints as perceived by the respondents is using the services of Kisan Call Centre.

Sl. No.	Constraints	Respondents	
		Frequency %	Rank
1.	Sometimes agricultural information is not given in regional language.	34 (27.64%)	VIII
2.	Most of the time operators of KCC put farmers call on hold.	41 (33.33%)	VI
3.	Phone line of KCC is mostly found busy.	37 (30.08%)	VII
4.	Experts of KCC are not exploring information.	66 (53.65%)	IV

5.	Sometime KCC agents do not understand our question.	76 (61.78%)	II
6.	There is no feedback facility in KCC.	88 (71.54%)	I
7.	Week/ No network is a problem to use the services of KCC.	73 (59.34%)	III
8.	Farmers don't know working hours of KCC.	46(37.39)	V

The constraints faced by farmers while using Kisan Call Centre (KCC) services are presented in Table 1.1 The major constraint reported was the lack of feedback facility (71.54%) ranked I. This was followed by the issue that agents sometimes did not understand farmers' questions (61.78%) ranked II, and weak or no mobile network availability (59.34%) ranked III. Another important problem highlighted was that the experts did not provide sufficient or detailed information (53.65%) ranked IV. Other difficulties included not knowing the working hours of KCC (37.39%) ranked V, calls often being put on hold by operators (33.33%) ranked VI and the phone lines mostly remaining busy (30.08%) ranked VII. The least reported problem was that agricultural information was not always provided in the regional language (27.64%) ranked VIII.

2. The suggestions for better perform of Kisan Call Centre.

Table 2.1 the suggestions for better perform of Kisan Call Centre.

S. No.	Suggestions	Respondents	
		Frequency %	Rank
1.	Need to provide more information about pests and disease.	96 (78.04)	**III**
2.	There should be feedback cell in KCC regarding the services provided by KCC.	111(90.24)	**II**
3.	Provide information on latest technology.	92(74.79)	**IV**
4.	Detailed information about wheat cultivation practices.	112(91.05)	**I**
5.	Answer to the question should be given peacefully and satisfactorily	77(62.60)	**VI**
6.	Give information about the latest schemes / project.	90(73.17)	**V**
7.	Specialists in different subjects should be selected to advise the farmers and make more phone lines in ascending order.	49(39.83)	**VII**

The major suggestions given by farmers for improving KCC services (Table-2.1) included providing detailed information on wheat cultivation practices (91.05%) ranked I and establishing a feedback cell (90.24%) ranked II. Farmers also emphasized the need for pest and disease management information (78.04%) ranked III, latest technologies (74.79%) ranked IV, and government schemes/projects (73.17%) ranked V. Some respondents highlighted that answers should be delivered peacefully and satisfactorily (62.60%) ranked VI. The least prioritized suggestion was the appointment of subject matter specialists and increasing phone lines (39.83%) ranked VII. These results indicate farmers' demand for crop-specific, timely, and comprehensive information, supported by a proper feedback mechanism.

Conclusion

The present study clearly reveals that while the Kisan Call Centre (KCC) has emerged as an important ICT-enabled extension service for farmers in Prayagraj district, several challenges still limit its effectiveness. The major constraint identified was the absence of a proper feedback facility, followed by issues such as difficulty in communication with agents, poor mobile network connectivity, and insufficient detailing in the information provided. These findings highlight gaps in both service delivery and accessibility. At the same time, farmers' suggestions provide clear directions for strengthening KCC services. The demand for crop-specific and detailed information, particularly on wheat cultivation and pest management, along with the introduction of a structured feedback mechanism, underscores the need for improving both the quality and responsiveness of advisory services. Furthermore, farmers emphasized the importance of up-to-date information on technologies and government schemes, delivered in a clear, satisfactory, and user-friendly manner. Overall, the study suggests that by addressing the identified constraints and incorporating farmers' suggestions, KCC can play a more effective role in bridging the information gap between agricultural experts and farmers. Strengthening feedback systems, improving the capacity of call centre agents, ensuring reliable connectivity, and expanding subject matter expertise will significantly enhance the efficiency of KCC. If these measures are adopted, KCC can emerge as a

more farmer-centric, reliable, and impactful extension tool for improving agricultural productivity and rural livelihoods in Uttar Pradesh and beyond.

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