



**SERVICES OF FARMERS' CALL CENTRE (FCC)-ANGRAU IN DISSEMINATION OF
AGRICULTURAL TECHNOLOGY IN ANDHRA PRADESH, INDIA**

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Agricultural information and technology has to reach yeoman community so as to contribute to country's progress in agriculture. Search and evaluation of effective ways of technology dissemination by Agricultural Extension Specialists is always an uphill task. An innovation in this direction is the establishment of Farmers Call Centre (FCC) through integration of ICT (Information and Communication Technology) and AT (Agricultural Technology). FCC in Andhra Pradesh, first of its kind was established during 2004 and is a collaborative innovation of Acharya N G Ranga Agricultural University and State Dept. of Agriculture, AP. Functioning of FCC is basically through an execution of two-tier system mimicking any other call centre infrastructure. Tier One has operators who are well conversant in local dialect and farmers queries will be received, recorded and further directed to Tier Two comprising technical experts (Scientists) from ANGRAU and personnel from Dept. of Agriculture. Farmers' queries will be readily answered through live communication over wire and the information thus generated on queries and solutions offered will be maintained as a database in back end for future records.

First hand solutions on various aspects such as crop production, protection in the fields of Agriculture, Horticulture and Allied Sectors are being disseminated to farmers at FCC. Besides, queries on latest technology, new varieties resistant to pests and diseases, new pesticides/weedicides, nematode problems, weather related queries, market related information on market rate of Agricultural Commodities (Minimum Support Price, MSP), various subsidies offered by the Govt of AP to farming community in procuring seed and farm mechanization are also attended. Calls claimed to be of paramount interest (FAQs) from farmers are also being selected and aired through television and All India Radio (AIR). These FAQs are also being published monthly as popular articles in local magazines. Scientific expertise in the fields of Agronomy, Plant Genetics and Breeding, Entomology and Plant Pathology comprised the team FCC. Our team is well supported by various Govt. Agriculture and Allied Sectors to gain information on various issues prior to giving solutions to farmers. Farmers can call at Toll Free Phone Numbers [1100 (land line) / 1800-425-1110 (mobile)] for obtaining first hand information. During 2012, a total of 14,930 queries were received at FCC. Of them, calls on Crop Production were 3264, Crop Protection was 3446, Horticulture was 4334 and General Agriculture was 3886. Farmers are requested to avail the FCC services for timely suggestions and interventions in agriculture and allied sectors for improvement in yields and net profits to attain sustainable agricultural production.