Press Information Bureau
Government of India

Ministry of Agriculture & Farmers Welfare

mKisan

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1. Introduction

Pervasive and extensive use of the ICT (Information and Communication Technology) is an important tool of agricultural extension. Under the National e-Governance Plan – Agriculture (NeGP-A), various modes of delivery of e-enabled services have been envisaged. Mobile telephony is the most potent and omnipresent tool of agricultural extension.[1]

mKisan[2] portal is a platform which provides web-based mobile advisory to farmers with the technological backstopping from Research Institutes and Agricultural Universities supporting farmers. [3]The mKisan SMS Portal enables all Central and State government organizations in agriculture and allied sectors to provide information/services/advisories to farmers by SMS in their language, preference of agricultural practices and location.

The project conceptualized, designed and developed in-house within the Ministry of Agriculture and Farmers Welfare has widened the outreach of scientists, experts and Government officers posted down to the Block level to disseminate information, give advisories and to provide advisories to farmers through their mobile telephones. The SMS Portal was inaugurated by the President of India on July 16, 2013.

The Government is extending regular advisories to more than 5.00 crore farmers through mKisan portal. 24,62,37,10,138 SMSs have been sent to the farmers since launch of this portal on 25.05.2013 till 28.06.2019.

2. Objectives of mKisan[4]:

- To make SMS and other mobile based services as a tool of two-way agricultural extension in which not only information/advisory services are provided to farmers as per his/her need in a broadcast mode (in keeping with selection of crop / agricultural practice, requirements and location) but they can also raise specific queries through Pull SMS or USSD (Unstructured Supplementary Service Data).
- Making use of huge spread of mobile telephony in the rural areas to cover every farm household in the country to overcome the major impediment in bringing level playing field for small and marginal farmers.
- Centralized system wherein different modes of information flow are channelized and spread to the farmers in their own language.

- Integrated Portal to ensure proper storage in previous advisories/messages and also effective monitoring at various levels.
- Integration of database of farmers from the State Governments, Universities, KVKs web-based registration, Kisan Call Centres etc.
- Since effective internet penetration in the rural areas is limited, text messaging in the language of the farmer transcends the barriers of digital divide.
- Integration with other farmer-centric services such as Kisan Call Centres, Common Service Centres, Web Portals for extracting relevant information and also for feeding data from remote locations where Internet is not available or is unreliable.

3. Services Available on mKisan[5]

The information and services available on mKisan portal are crop specific advisories to farmers through SMS and Voice; Pull SMS service for farmers to register themselves and give feedback on the service; Interactive Voice Response System service and extreme weather alert for farmers.

- **Pull SMS**: Pull SMS is used by farmers and various stakeholders to extract information from databases by sending SMS in a particular format to any of the following two numbers.

    51969 or 7738299899

    Pull SMS is be charged as per the rental or special-pack plan of the subscriber.

- **Interactive Voice Response System (IVRS):** Interactive Voice Response System (IVRS) is an automated telephony system that interacts with callers, gathers information and routes calls to the appropriate recipient. An IVR application provides pre-recorded voice responses for appropriate situations, keypad signal logic, access to relevant data and potentially the ability to record voice input for later handling. Using computer telephony integration (CTI), IVR applications bring in efficiency in terms of call handling.

    Types of IVRS calls in mKisan

    > **Outbound Calls –** These calls are used for obtaining feedback of farmers regarding the advisories they are receiving from experts and also on the quality of information being given to them by KCC agents. A farmer can rate the advisory or answer given by KCC agent on the scale of 1 to 5. This service is available in 12 different Indian Languages.

    > **Inbound Calls -** Farmers or all other stakeholders can call this number (022-67870177) for giving useful feedback on the services or for obtaining any information from a predefined menu.

4. Farmer Registration[6]

To start receiving the services provided by the mKisan portal, farmers can register in the following ways:

> i. Kisan Call Centre Registration

Farmers can call up Kisan Call Center (KCC) through a toll free number 1800-180-1551. Registration of the farmers is done by Kisan Call Centre Agent at the Kisan Call Centre who records personal details of the farmer in the Kisan Knowledge Management System (KKMS).Up to eight options of Crop/Activity can be given by the farmer so that he/she does not receive unnecessary messages for crops/practices he is not interested in.

ii. Web Registration

A farmer having internet access can register through the portal or go to the nearest Common Service Center (CSC) to register with the help of a Village Level Entrepreneur (VLE). A onetime fee of Rs. 3 per registration will be charged by the VLE.

iii. Registration through SMS

Farmers can also register by sending an SMS on 51969 or 7738299899.

Farmer will be charged for this SMS. There will however be no charge for subsequent SMSs received from experts & officers.

iv. Collection of farmers details for mKisan Portal by Extension Workers

All Block Technology Managers, Assistant Technology Managers and all other extension functionaries at District / Block level need to collect data of farmers for mKisan Portal during their field visits and enter or get the same entered in the database. Number of new farmers registered by an extension functionary will be linked to mobile number of such a person.

5. Outcomes

Since its inception mKisan has seen tremendous growth in its outreach to the farmers.

- **24,62,37,10,138 SMSs** have been sent and the number continues to rise.
- Nearly **5,13,76,458 farmers** are registered with mKisan and regularly availing of its services.
- Around **4,36,847 advisories** have been sent on various issues related to the farmers (as on 08.12.2021).
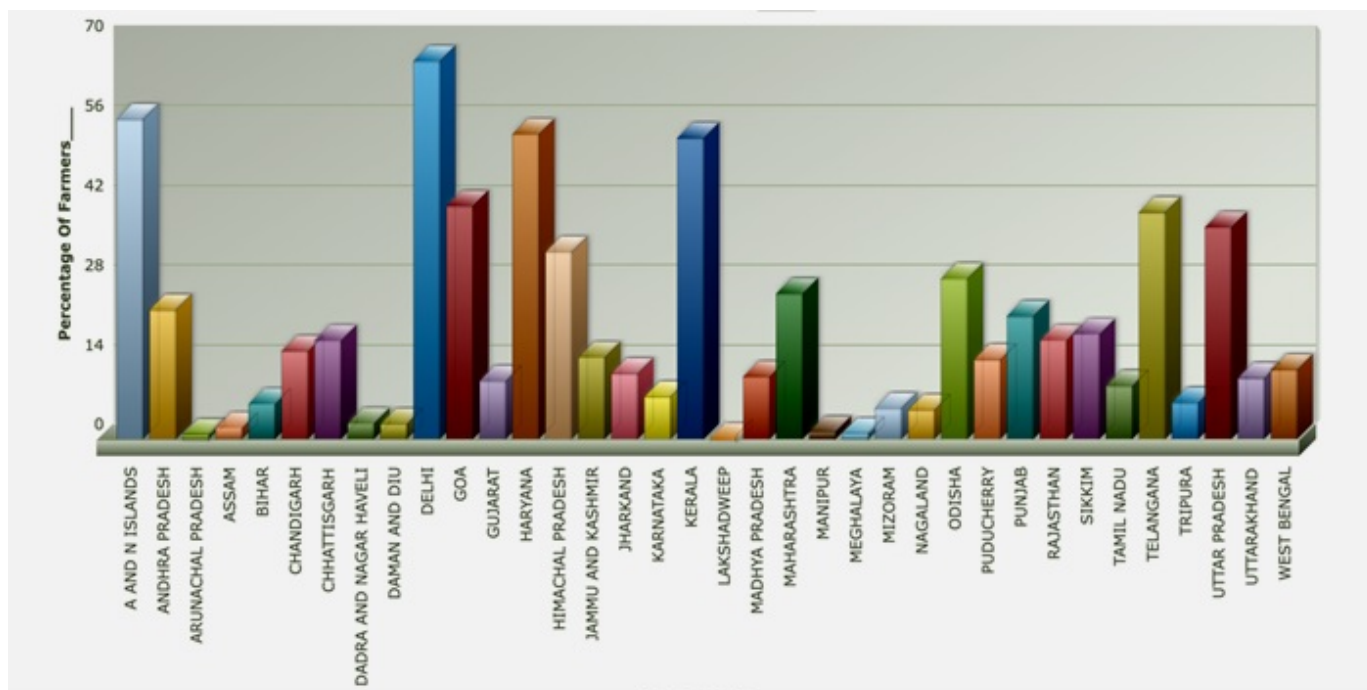
- Percentage of Farmers Registered State-wise (25.05.2013 – 08.12.2021):

STATE WISE REGISTERED FARMERS (as on 28.06.2019)[7]		
Sl. No	STATE NAME	FARMER COUNT
1	A AND N ISLANDS	11989
2	ANDHRA PRADESH	5313689
3	ARUNACHAL PRADESH	1257
4	ASSAM	78249
5	BIHAR	1032234
6	CHANDIGARH	640
7	CHHATTISGARH	1527476
8	DADRA AND NAGAR HAVELI	1235
9	DAMAN AND DIU	74
10	DELHI	48906

11	GOA	23755
12	GUJARAT	1224048
13	HARYANA	1311885
14	HIMACHAL PRADESH	733962
15	JAMMU AND KASHMIR	256018
16	JHARKAND	810946
17	KARNATAKA	763898
18	KERALA	1050629
19	LAKSHADWEEP	26
20	MADHYA PRADESH	2321973
21	MAHARASHTRA	6369389
22	MANIPUR	4241
23	MEGHALAYA	5042
24	MIZORAM	4541
25	NAGALAND	27657
26	ODISHA	3008725
27	PUDUCHERRY	11202
28	PUNJAB	724908
29	RAJASTHAN	3200755
30	SIKKIM	26244

31	TAMIL NADU	1232068
32	TELANGANA	2782294
34	TRIPURA	40993
35	UTTAR PRADESH	14123357
36	UTTARAKHAND	199109
37	WEST BENGAL	1790872
	TOTAL	**50064286**

References:

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- https://pib.gov.in/PressReleasePage.aspx?PRID=1739600
- https://pib.gov.in/PressReleasePage.aspx?PRID=1576713
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[1]https://mkisan.gov.in/aboutmkisan.aspx

[2]https://mkisan.gov.in/

[3]https://pib.gov.in/PressReleseDetail.aspx?PRID=1594207

[4]https://mkisan.gov.in/images/Detailed%20Writeup%20on%20mKisan.pdf

[5] https://mkisan.gov.in/

[6]https://mkisan.gov.in/registration.aspx

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