

**RESEARCH ARTICLE :**

## A study on benefits obtained by farmers through kisan call centre services

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**SUMMARY :** Kisan Call Centre (KCC) is one of the major initiative taken up by the Ministry of Agriculture and Farmers Welfare, Government of India to provide Agriculture and Allied sector information to the farming community through lane or mobile connection at appropriate time. The service provided through a toll free number of 1800-180-1551. Considering the importance of KCC, the research study was conducted in Mahaboobnagar District of Telangana State with a total sample size of 90 farmers. Ex-post facto research design was undertaken for the study with the objective to find out and analyze benefits obtained by the farming community through Kisan Call Centre Services. Data was collected from the respondents with the help of well-structured interview schedule. The percentage and correlation analysis was used for meaning full interpretation of data. The results revealed that maximum number of the respondents expressed that Able to save cost of cultivation due to advices from KCC (83.33%), KCC helps in forecast the pest and disease outbreak in particular region (76.66%), Easy to communicate to KCC rather than other similar service providers (73.33%). The Correlation analysis revealed that the variables such as farming experience, source of irrigation, contact with extension and other agencies, participation in extension methods, perception towards mobile phone in farming and innovativeness showed positive cum significant relationship with the obtained benefits of respondents.

**KEY WORDS:**

Kisan call centre (KCC), Benefits, Farmers

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