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Government of India  
Ministry of Agriculture  
Department of Agriculture & Cooperation

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Krishi Bhavan, New Delhi  
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1. Principal Secretary (Agriculture) (All States / UTs)
2. Commissioner / Director (Agriculture) (All States / UTs)

DHANPAT SINGH, IAS  
Addl. CS Agri  
11-06-15

**Subject : Registration of More Farmers on mKisan Portal**

Dir Agri

Sir/Madam,

AD(E)  
10/6/15  
Asst. Secy

Out of total of 8.93 crores farm families, only about one crore farmers have registered themselves under mKisan portal. This gap needs to be bridged through various means of registration including Kisan Call Centre (KCC), web based registration and registration through Pull SMS. A large number of new farmers are getting registered through KCC every day. However, web based interface has not been used extensively due to limited penetration of internet in the rural areas. Therefore, this facility of online registration has also been extended through the Common Service Centres for a very nominal fee as already written vide letters dated 19.02.2014 and 31.10.2014. **Farmers can also register by sending SMS on 51969 or 7738299899.**

**Procedure and format for registration are as under:-**

1. Format for typing in the message text box is "KISAAN REG < NAME , <STATE NAME , <DISTRICT NAME>, and <BLOCK NAME>" (only first 3 letters of State, District & Block Names are needed)  
*Please note that commas (,) are necessary.*
2. After typing the message send it to 51969 or 7738299899.  
Farmer will be charged for this one time SMS at prices given at <http://mkisan.gov.in/aboutpullsms.aspx> in case of short code 51969 and farmer's SMS pack / plan in case the 10 digit number. There will however be no charge for subsequent SMSs received from experts & officers. This method needs to be popularised further through extension workers as well as local newspapers/television channels.

3. **Extension workers including Block Technology Managers (BTMs) and Assistant Technology Managers can act as a major source for collection of 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 an extension worker.** Data collection format along with codes of crop / agricultural practice have been given online at <http://mkisan.gov.in/registration.aspx>. Data entry can be got done through Computer Operators/Data Entry Operators available at District/Block level under ATMA/NeGP-A/Agrisnet. Provision for import of data from Spread Sheets is also being made. Performance on this front may *inter alia* also be considered for regularization or continuation of the services of various contractual positions viz, BTMs/ATMs etc. **Considering significance of this data, the State Governments are also requested to keep these aspects in mind during Annual Performance Appraisal Report of other staff.**
4. About twelve thousand calls are being received every day in the Kisan Call Centres. A large number of these farmers calling for the first time also get registered for mKisan Portal besides getting their queries answered. There may be inter-district disparity within your State regarding number of calls received and the same can be seen at the KCC dashboard which is available at <http://mkisan.gov.in/KCC/KCCDashboard.aspx> by choosing State >> District option. It is requested that aggressive awareness campaign may be launched in such districts so as to ensure uniform and wide-spread coverage of farmers under mKisan Portal. **Farmers may also be advised to register for Mandi prices and Unstructured Supplementary Service Data (USSD) Service as explained in a separate communication issued today.**

Yours faithfully,



(Sanjeev Gupta )  
Joint Secretary (IT & Extn.)  
[gupta.sanjeev@gov.in](mailto:gupta.sanjeev@gov.in)