

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO.77
(TO BE ANSWERED ON 02.02.2023)**

PROGRAMMES BROADCAST ON KISAN CHANNEL

77. SHRI DHANANJAY BHIMRAO MAHADIK:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has taken note of the Kisan Channel which was launched to create awareness among the farmers and has utterly failed to achieve its objectives and if so, details thereof and reasons therefor;
- (b) the details of programmes being telecast by said channel along with the number of experts and employees engaged in the said channel, State/UT-wise;
- (c) whether Government plans to conduct outcome analysis on the grassroots impact of the Kisan Channel and if so, details thereof; and
- (d) the other steps taken by Government to bring awareness and un-interrupted availability of the said channel in the country?

ANSWER

THE MINISTER OF INFORMATION AND BROADCASTING; AND MINISTER OF YOUTH AFFAIRS & SPORTS (SHRI ANURAG SINGH THAKUR)

(a) to (d) “DD Kisan”, a 24x7 satellite TV Channel of Prasar Bharati, is exclusively dedicated to the farmers and the agriculture sector. The objective of this channel is to serve and educate farmers and build their capacity for using new technologies in their activities and taking its reach to the remotest parts of the country. The programmes of DD Kisan are designed to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth.

Prasar Bharati also has a dedicated “YouTube” channel of DD Kisan where the viewers may access this channel and its various programmes digitally across the globe. In addition, programmes towards educating farmers on various aspects are also being carried on AIR and DD Network across the country.

Details of programmes telecast by DD Kisan channel are given below -

- (a) Approximately Five hours of daily new In-house programmes are produced each day.
- (b) Approximately one hour of daily programmes are produced through Self Financed Commissioned Programme.
- (c) Events relevant to the farmers are telecast LIVE on the channel.
- (d) Interactive and participative programmes with the farmers are regularly produced on DD Kisan.
- (e) There are dedicated programmes to inform and educate the farmers on key Government Schemes.
- (f) Aspirational stories and programmes on Agripreneurs, usage of new technologies, beneficiaries of key Government schemes, etc. are regularly showcased on the channel.

Fifty three professionals with relevant experience have been especially engaged for DD Kisan channel.

The impact of the channel is regularly monitored through feedback from the farmers during field based and interactive recording and from toll free lines provided for farmers.
