

GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE AND FARMERS WELFARE  
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2087**  
TO BE ANSWERED ON 13/12/2024

**DISSEMINATION OF BEST FARMING PRACTICES**

2087. DR. M. THAMBIDURAI

Will the Minister of AGRICULTURE & FARMERS WELFARE be pleased to state:

- (a) whether it is a fact that the farmers need to be educated on best farming practices;
- (b) if so, the details thereof;
- (c) whether Government has any proposal to educate farmers through radio and television;
- (d) if so, the details thereof;
- (e) the further initiatives proposed to be taken by Government to educate farmers across the country?

**ANSWER**

MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

(SHRI RAMNATH THAKUR)

(a) & (b): Yes, the farmers require education to upgrade their knowledge on the best farming practices which include crop rotation, pest and disease management, soil health, water conservation and mechanisation and technology etc. This would facilitate them to improve crop yields, reduce input costs and minimize crop losses. Awareness of climate-smart agriculture need to ensure sustainable agriculture production. Farmers are educated through Doordarshan, DD Kisan and AIR programmes on agriculture research, education, and dissemination of modern farm practices.

A Centrally Sponsored Scheme ‘Support to State Extension Programs for Extension Reforms’ popularly known as ATMA Scheme is under implementation since 2005. Presently, ATMA is under implementation in 739 districts of 28 States & 5 Union Territories in the country. Under the scheme grants-in-aid is released to the State Governments to educate the farmers on different thematic areas of agriculture and allied sectors through farmers training, demonstrations, exposure visits, kisan melas, mobilization of Farmers Interest Groups and setting-up of Farm Schools in the field of progressive farmers.

(c) & (d): Under the scheme “Mass Media Support to Agriculture Extension” of Department of Agriculture and Farmers Welfare, the farmers are being educated on best farming practices through extensive use of radio and television.

The Mass Media scheme is being implemented through sponsored programs on agriculture and allied sectors which telecasts and broadcasts through Doordarshan, DD Kisan and All India Radio. The interventions through television and radio are given below:

**Interventions through Television:**

- i. “*Krishi Darshan*” programme of 30 minutes duration (3 days a week) being telecast through 18 Regional Kendras of Doordarshan across the country.
- ii. “*Hello Kisan*” programme of 30 minutes duration (3 days a week) telecast on DD Kisan channel.
- iii. “*Choupal Churha*” programme of 30 minutes duration (3 days a week) telecast on DD Kisan channel.

**Interventions through Radio:**

- i. “*Kisanvani*” programme of 30 minutes duration being aired (3 days a week) on 96 Rural AIR FM Radio Stations
  - ii. “*Kisan Ki Baat*” programme of 30 minutes being aired (3 days a week) on AIR FM Gold Channel, Delhi (NCR).
- e) A new initiative has been launched by Department of Agriculture and Farmers Welfare from December 2024 onwards titled *Modern Krishi Chaupal*:

It is a AV program aimed at disseminating the latest agricultural research and technology to farmers, promoting best agricultural practices, and facilitating direct communication with agricultural experts. The program is scheduled to be telecast on the first or second Saturday of every month from 2-3 PM on DD Kisan and will also air every second or third Friday on All India Radio.

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