

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

**LOK SABHA  
STARRED QUESTION NO. 390  
( TO BE ANSWERED ON 14.12.2016 )**

**VIEWERSHIP OF DD KISAN**

**\*390.                    SHRIMATI MEENAKASHI LEKHI:**

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) the viewership details of DD Kisan and the list of programmes shown on the channel;
- (b) whether the programmes are sufficiently simplified to enable uneducated farmers to understand them and if so, the details thereof; and
- (c) whether the Government is considering to translate the content of the channel in regional languages for the benefit of farmers across the country and if so, the details thereof?

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING  
( SHRI M. VENKAIAH NAIDU)**

(a) to (c): A statement is laid on the Table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF  
LOK SABHA STARRED QUESTION NO. 390 FOR ANSWER ON  
14.12.2016.**

(a): Viewership details of DD Kisan Channel as provided by Broadcast Audience Research Council (BARC) are placed at Annexure-I. The list of programmes shown on the Kisan Channel is annexed as Annexure-II.

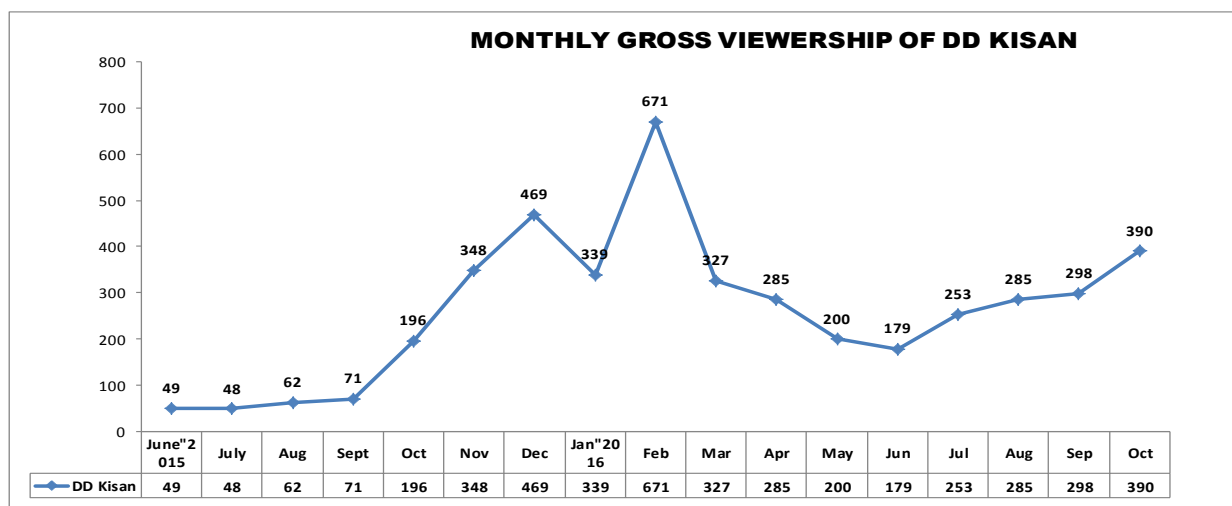
(b) & (c): Prasar Bharati has informed that agricultural programmes are generally finalized in consultation with the knowledge partners, such as Indian Agricultural Research Institute (IARI), Indian Council of Agriculture Research, (ICAR), India Meteorological Department (IMD), and National Dairy Development Board (NDDB). These programmes are presented by Agricultural Experts, Scientists and Farmers in simple language so that they are easily understood by all the viewers. The other Doordarshan Kendras from different parts of the country telecast programmes in all regional languages and also contribute to DD Kisan.

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## ANNEXURE – I

### ANNEXURE REFERRED TO IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO. 390 FOR ANSWER ON 14.12.2016

**(BARC) Broadcast Audience Research Council**  
**DD Kisan**  
**Target Group : New Consumer Classification Sytem (NCCS)**  
**Market : All India (Rural+ Urban)**  
**Period: June 2015 to October 2016**  
**Monthly Gross Viewership (in lakhs)**



Source:BARC

## **ANNEXURE – II**

### **ANNEXURE REFERRED TO IN REPLY TO PART (a) OF LOK SABHA STARRED QUESTION NO. 390 FOR ANSWER ON 14.12.2016**

#### **List of programs shown on DD Kisan**

1. Khet Khalihan
2. Chaupal Charcha
3. Kisan Samachar
4. Gaon Kisan
5. Mandi Khabar
6. Mausam Khabar
7. Hello Kisan
8. Vaad Samvad
9. Ghumte Firte
10. Vichar Vimarsh
11. Jeevan Darshan
12. Prakritiki Ore
13. Chhat pe Bagvani
14. Kaise Hain Aap
15. Chunauti
16. Rajyon Se
17. Kisan Prashna Manch
18. Swasth Kisan
19. Uttar Poorvi Rajyon Se

Besides the above, entertainment programmes including Hindi Feature Films and T.V Serials are also shown on the Channel.

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