

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

**LOK SABHA
UNSTARRED QUESTION NO. 3609
(TO BE ANSWERED ON 07.12.2016)**

AGRICULTURE RELATED PROGRAMMES

3609. SHRI NITYANAND RAI:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether any new agricultural television channel has been started with a view to benefit farmers;
- (b) if so, the details thereof; and
- (c) whether the Government proposes to issue instructions to television channels including Doordarshan to extend the broadcast timings of agriculture related programmes to benefit farmers and if so, the details thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION
AND BROADCASTING (COL RAJYAVARDHAN RATHORE (Retd.))**

(a) to (c): DD Kisan Channel an exclusive 24x7 National Channel for the farming community of India was launched on 26th May 2015. This infotainment channel carries rich content on core agricultural, social and entertainment activities.

As far as private TV channels are concerned, no such proposal has been received.
