

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION NO. 6365
(TO BE ANSWERED ON 05.04.2018)**

KISAN CHANNEL

6365. SHRI K.C. VENUGOPAL:

Will the Minister of INFORMATION AND BROADCASTING

be pleased to state:

- (a) whether the Government proposes to make newly proposed Kisan Channel a priority among rural farmers community;
- (b) if so, the details thereof;
- (c) the steps taken so far to expand the outreach of Kisan Channel beyond Hindi belt States to cover Southern and North-Eastern States as well; and
- (d) the steps taken by the Government for field based shows and programmes as well as direct communication at grass root levels with the representatives of the Channel?

ANSWER

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

(a) & (b): Prasar Bharati has informed that DD Kisan channel was launched in 2015 with the objective of telecasting meaningful programmes for empowerment of the farming community across India. The channel reaches out to millions of farmers in the country. 73% of total viewership of the channel comes from the rural areas as per Broadcast Audience Research Council (BARC) data.

(c) According to Prasar Bharati, DD Kisan is available throughout the country including Southern and North-Eastern States through all cable network and DTH platform.

(d) According to Prasar Bharati, DD Kisan covers a wide spectrum of issues through its field based shows and programmes as well as direct communication (interactive shows) at grass root level. Some of them are: -

(1) Khet Khalihan:- Daily field based programme on season specific crops, where agricultural scientists and experts give relevant information and advisory.

(2) Chaupal Charcha:- Field based interactive show with farmers. This daily programme gives information on various government schemes in villages across the country.

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- (3) Hello Kisan:- Daily one hour live interactive phone-in programme that covers all aspects of farming and animal husbandry and grievance redressal, alongwith advice and solutions by a panel of scientists and experts.
- (4) Swasth Kisan:- One hour interactive show with eminent doctors in the studio, who address health issues of viewers.
- (5) Kisan Samachar:- Daily news bulletin on agriculture and allied activites.
- (6) Vichar Vimarsh:- Studio based discussion show with experts and farmers on current issues affecting the farming community.
- (7) Mausam Khabar:- Daily live programme, produced in collaboration with Indian Meterological department, which provides all weather related information and crop wise advisory with a pan India perspective.
- (8) Mandi Khabar:- Daily programme on commodity market, information from AGMARK and NCDEX (National Commodity and Derivatives Exchange) to update farmers with the latest market reports.
- (9) Vaad Samvaad:-Weekly one hour studio based show where policy makers officials and scientists discuss and deliberate on the current issues affecting the farming and rural communities.
- (10) Prakriti Ki Ore:- Programme based on environmental issues with interesting case studies.

Apart from the above, DD Kisan also telecasts programmes on the flagship schemes of government like Farm Credit, e-NAM, Fasal Bima Yojana, Soil Health Card, Krishi Sinchai Yojana etc.
