

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

**LOK SABHA**

**UNSTARRED QUESTION NO.2211**  
**(TO BE ANSWERED ON 20.12.2022)**

**DEDICATED CHANNELS FOR FARMERS**

**2211. SHRI JUAL ORAM:**

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

- (a) the details of initiatives taken by the Government towards educating the farmers through Radio/TV;**
- (b) whether the Government is operating any dedicated channels for this purpose, if so, the details thereof; and**
- (c) the funds allocated and utilized on running such dedicated channels so far?**

## **ANSWER**

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

**(a) & (b): Prasar Bharati telecasts “DD Kisan”, a 24X7 satellite TV channel, exclusively dedicated to the farmers and the agriculture sector. DD Kisan was launched by the Hon’ble Prime Minister, Shri Narendra Modi, on 26th May, 2015. The objective of this channel is to serve the farming and rural community in India and to reach the remotest parts of the country, to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth of the farmers. DD Kisan channel is also streamed LIVE on “YouTube” and all programmes are uploaded on YouTube after telecast for off line viewing.**

**In addition, Prasar Bharati broadcasts a 30 minute, six days a week, dedicated interactive programme “Kisanvani” in respective regional languages in over 96 All India Radio (AIR) stations across the country and “Kisan Ki Baat” programme over FM Gold Channel in Delhi, for the farming community in collaboration with Ministry of Agriculture & Farmers Welfare, Government of India. Further, programmes towards educating farmers on various aspects are also being carried on AIR and DD Network across the country.**

**(c): From year 2014-15 upto November, 2022, total fund allocated and utilized for DD Kisan is Rs.318.64 crore and Rs.264.72 crore respectively.**

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