

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

**UNSTARRED QUESTION NO. 3019**  
**(TO BE ANSWERED ON 08.08.2023)**

**EDUCATING FARMERS THROUGH RADIO/TELEVISION**

**3019. SHRI JUAL ORAM:**

**SHRI M. SELVARAJ:**

**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/Television;**

**(b) whether the Government is operating any dedicated channels for this purpose and if so, the details thereof along with the quantum of funds allocated and utilized for running such dedicated channels so far;**

**(c) whether the Government has any proposal to set up an All India Radio Station (AIR) in Tiruvarur district in Tamil Nadu for the benefits of all the farmers who are totally dependant and getting useful news/information/tips on agriculture broadcasted by AIR;**

**(d) if so, the details thereof and if not, the reasons therefor; and**

**(e) the total number of AIRs functioning in Tamil Nadu along with locations thereof as on date?**

## **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.**

**During the years 2020-21 to 2022-23, total funds allocated and utilized for DD Kisan are Rs.78.33 crore and Rs.75.26 crore respectively.**

**(c) & (d): No, Sir. The entire area of Tiruvarur district falls under the coverage zone of MW broadcast of Akashvani Chennai. A scheme to set up 10 kW FM Relay station at Kumbakonam (Thanjavur) has been approved, which will broadcast programmes on FM band in Tiruvarur district also.**

**(e): As on date, there are 15 Akashvani Broadcasting Stations functioning in Tamil Nadu at Chennai, Coimbatore, Dharmapuri, Kodaikanal, Madurai, Nagarcoil, Oottacamund, Tiruchirapalli, Tirunelveli, Tuticorin, Rameshwaram, Salem (Yercaud), Thanjavur, Thirupattur and Vellore.**

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