

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

STARRED QUESTION NO.*357

(TO BE ANSWERED ON 19.03.2021)

DEDICATED CHANNELS FOR FARMERS

***357. SHRI D.M. KATHIR ANAND:**

SHRI PRATHAP SIMHA:

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 ENVIRONMENT, FOREST AND CLIMATE
CHANGE; MINISTER OF INFORMATION AND BROADCASTING;
AND MINISTER OF HEAVY INDUSTRIES AND PUBLIC
ENTERPRISES (SHRI PRAKASH JAVADEKAR)**

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

**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF
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(a) & (b): Prasar Bharati broadcasts “DD Kisan”, a 24X7 satellite TV channel exclusively dedicated to the farmers and the agriculture sector 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. Some major programmes telecast on this channel are Kisan Samachar, Chaupal Charcha, Gaon Kisan, Mausam Khabar Live, Hello Kisan Live, Krishi Darshan, Swastha Kisan etc. As per Broadcast Audience Research Council (BARC) data, there are 3.4 million average weekly viewers for DD Kisan channel at present.

In addition, Prasar Bharati broadcasts a 30 minute, six days a week, dedicated interactive programme ‘Kisanvani’, in respective regional languages over 96 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) The funds are allocated on annual basis as per requirement for the operations of “DD Kisan” channel. The expenditure during the last three years for DD Kisan Channel is as under:

S. No.	Year	Expenditure
1.	2017-18	Rs. 34.47 crore
2.	2018-19	Rs. 19.31 crore
3.	2019-20	Rs. 16.43 crore

The funds are utilised for creating variety of programmes with in-house production and outsourced content for benefit of farmers of India.
