

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

STARRED QUESTION NO.*71

(TO BE ANSWERED ON 23.07.2021)

DEDICATED CHANNELS FOR FARMERS

***71. SHRI B.B. PATIL:**

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 and TV;**
- (b) whether the Government is operating any dedicated channels for this purpose and if so, the details thereof; and**
- (c) the funds allocated and utilized on running of such dedicated channels so far?**

ANSWER

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

(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): A full fledged Television Channel (DD Kisan) for the farmers was launched on 26th May, 2015 by the Hon'ble Prime Minister Shri Narendra Modi. 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.

- **Prasar Bharati is also having a dedicated "YouTube" channel of DD Kisan where the viewers may access this channel and also its various programmes digitally across the globe.**
- **Some major programmes telecast on this channel are**
 - (i) Kisan Samachar,**
 - (ii) Chaupal Charcha,**
 - (iii) Gaon Kisan,**
 - (iv) Mausam Khabar Live,**
 - (v) Hello Kisan Live,**
 - (vi) Krishi Darshan,**
 - (vii) Swastha Kisan etc.**
- **As per Broadcast Audience Research Council (BARC) data, total unique viewership in 2020 and 2021 (upto 9th July, 2021) for DD Kisan Channel is 22.13 Crore and 11.45 Crore respectively.**

- 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 Networks across the country.

(c) The funds are allocated on annual basis as per requirement for the operations of “DD Kisan” channel. The details of Allocation and expenditure for producing content on the “DD Kisan” channel are as under:

(Rs in crore)

Year	Allocation	Expenditure
2014-15	26.00	23.11
2015-16	26.25	26.25
2016-17	52.00	49.33
2017-18	46.58	34.47
2018-19	34.51	19.31
2019-20	17.55	16.43
2020-21	19.50	18.73
2021-22	45.00	--
