

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

**LOK SABHA**

**UNSTARRED QUESTION NO.2144**

**(TO BE ANSWERED ON 15.03.2022)**

**EDUCATION TO FARMERS THROUGH RADIO AND TELEVISION**

**2144. DR. RAMAPATI RAM TRIPATHI:**

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

- (a) the details of the initiatives taken by the Government to educate the farmers through radio and television;**
- (b) whether the Government is running any dedicated channels for this purpose;**
- (c) if so, the details thereof; and**
- (d) the total funds allocated and utilised to run 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): Prasar Bharati broadcasts “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 26<sup>th</sup> 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.**

**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.**

**Further, 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. In addition, programmes towards educating farmers on various aspects are also being carried on AIR and DD Network across the country.**

**(d): The fund allocation and utilization for DD Kisan Channel so far is as under:-**

**(Rupees in crore)**

<b>Year</b>	<b>Allocation</b>	<b>Expenditure</b>
<b>2019-20</b>	<b>17.55</b>	<b>16.43</b>
<b>2020-21</b>	<b>19.50</b>	<b>18.73</b>
<b>2021-22</b>	<b>32.70</b>	<b>20.72</b> <b>(Upto February, 2022)</b>

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