

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION AND BROADCASTING

LOK SABHA

UNSTARRED QUESTION NO.327
(TO BE ANSWERED ON 19.07.2022)

FARMERS DEDICATED CHANNELS

327. SHRIMATI POONAMBEN MAADAM:

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

- (a) whether the Government is taking different initiatives to educate farmers and to build their capacity by imparting new knowledge to them;**
- (b) if so, the detail thereof;**
- (c) whether the Government has analyzed utilization of dedicated channels for farmers and if so, the details thereof; and**
- (d) the details of funds allocated for initiatives for farmers' education during the current financial year?**

ANSWER

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

(a) & (b): “DD Kisan”, a 24x7 satellite TV Channel of Prasar Bharati is exclusively dedicated to the farmers and the agriculture sector. The objective of this channel is to serve and educate farmers and build their capacity for using new technologies in their activities and taking its reach to the remotest parts of the country. The programmes of DD Kisan are designed to inform and educate the rural populace and work towards creating a holistic environment for sustainable and inclusive growth.

In addition, the following field based programmes are also being carried on DD Kisan Channel:

- i. Krishi Darshan: The field based stories on technologies in agriculture, major events and success stories, telecast five days a week.**
- ii. Gaon Kisan: These are field based stories on Animal Husbandry and Agripreneurs, telecast five days a week.**

The programme “Krishi Darshan” is being telecast on 20 DD Channels in 12 languages including Hindi, as per annexure.

Prasar Bharati also has a dedicated “YouTube” channel of DD Kisan where the viewers may access this channel and also its various programmes digitally across the globe.

Further, All India Radio, 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.

(c): The impact of the DD Kisan Channel is regularly monitored through feedback from the farmers during field based and interactive recording, and from toll free lines provided for farmers.

The regular analysis and impact of the channel is also done by the scientists and experts from ICAR (Indian Council of Agricultural Research), IARI (Indian Agricultural Research Institute) and KVKs (Krishi Vigyan Kendras) etc.

(d): An amount of Rs.12.05 crore has been allocated to DD Kisan by Ministry of Information & Broadcasting in the current Financial Year.

ANNEXURE AS REFERRED TO IN REPLY TO PART (a) & (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 327 FOR ANSWER ON 19.07.2022

S. No	Channels	Language
1	DD Kisan	Hindi
2	DD Bihar	Hindi
3	DD Rajasthan	Hindi
4	DD Uttar Pradesh	Hindi
5	DD Madhya Pradesh	Hindi
6	DD Himachal Pradesh	Hindi
7	DD Jharkhand	Hindi
8	DD Chhattisgarh	Hindi
9	DD Kashir	Kashmiri
10	DD Punjabi	Punjabi
11	DD Girnar	Gujarati
12	DD Sahyadri	Marathi
13	DD Assam	Assamese
14	DD Odia	Odia
15	DD Bangla	Bengali
16	DD Malayalam	Malayalam
17	DD Chandana	Kannada
18	DD Podhigai	Tamil
19	DD Yadagiri	Telugu
20	DD Saptagiri	Telugu