

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

LOK SABHA
UN-STARRED QUESTION NO.1942
TO BE ANSWERED ON 11TH March, 2025

DISSEMINATION OF SCHEMES BENEFITS TO FARMERS

1942 SMT. KRITI DEVI DEBBARMAN:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि और किसान कल्याण मंत्री be pleased to state:

- (a) The details of measures taken/being taken to ensure farmers in remote areas are informed about the Government scheme's benefits, given the voluntary nature of the programme;
- (b) The manner in which the increase in Automatic Weather Stations and Rain Gauges specifically benefit States like Rajasthan (arid zones) and Kerala (monsoon-dependent crops);
- (c) Whether there are any plans to extend the Yield Estimation System based on Technology (YES-TECH) and Weather information and Network Data System (WINDS) to include AI-driven analytics or machine learning to predict crop risks more effectively in the long term; and
- (d) If so, the details thereof and if not, the reasons therefor?

ANSWER

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण राज्य मंत्री (SHRI RAMNATH THAKUR)

(a): The Department of Agriculture and Farmers Welfare (DA&FW) is implementing a Central Sector Scheme "Mass Media Support to Agriculture Extension" through DD Regional Kendra, DD Kisan and All India Radio to create awareness and dissemination of scheme benefits among the farming community across the Country including remote areas. Under the scheme, 18 DD Regional Kendras, 97 FM stations of AIR and DD Kisan are being utilized for wider publicity of department schemes, on-going initiatives, policy decisions, advisories etc. In addition, "Audio-Visual spots are being used to broadcast and telecast information about

the DA&FW schemes through Doordarshan (DD), All India Radio (AIR), and private TV and radio channels as a part of 'Focused Publicity and Awareness Campaign'.

Besides, publicity & awareness is also carried out through Outdoor Publicity as well as through print advertisements in leading newspapers across the country. The social media platforms viz Facebook, X, Instagram, Threads, YouTube, LinkedIn, Whatsapp, Public App etc are also being used for better outreach and wider publicity about details of Farmers Welfare Schemes of the Department.

(b) to (d): Under the Pradhan Mantri Fasal Bima Yojana (PMFBY), a robust weather monitoring system consisting of granular, standard quality and timely available datasets are necessary for strengthening of farmer advisory, crop planning, crop insurance, disaster management, crop yield modelling, infrastructure planning etc. whether it is arid zones or monsoon dependent zones. Accordingly, Department of Agriculture and Farmers Welfare has initiated Weather Information Network and Data System (WINDS) for generation of long-term hyper-local weather data and promote the same for wider application in Agriculture and other sectors.

Department of Agriculture and Farmers Welfare has carried out pilot studies for timely and transparent yield estimation under PMFBY using technology by engaging various Government and private agencies through Mahalanobis National Crop Forecast Centre (MNCFC). Five models namely, Semi-physical Model, Artificial Intelligence (AI)/Machin Learning (ML), Model, Crop Situation Model, Ensemble Models (AI/Crop Simulation/Semi-Physical etc.) and Parametric index of crop performance (indirect approach) Model were recommended by these studies. Based on the findings of these pilots and after discussions with stakeholders & technical consultations, YES-TECH (Yield Estimation System Based on Technology) has been introduced for paddy and wheat crops from Kharif 2023 and for Soyabean crop from Kharif 2024. Government has implemented technology based yield estimation using various models alongside conventional Crop Cutting Experiments (CCEs) based yield estimation for improving crop loss assessment and achieving timely insurance claims payout for farmers. Under this initiative, minimum 30% weightage is mandatorily required to be assigned to YES-TECH derived yield thereby resulting in transparency and efficiency.
