

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

LOK SABHA
UNSTARRED QUESTION NO.2699
TO BE ANSWERED ON 05th August, 2025

Dissemination of Schemes' Information to Farmers in Remote Areas

2699. Smt. Bijuli Kalita Medhi

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

- (a) the details of measures which are being taken to ensure farmers in remote areas are informed about the scheme's benefits, given the voluntary nature of the program;
- (b) 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?

ANSWER

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण राज्य मंत्री (SHRI RAM NATH 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, All India Radio, and private TV and radio channels as a part of 'Focused Publicity and Awareness Campaign'.

Besides, the 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) The Department of Agriculture & Farmer's Welfare is implementing a Central Sector Scheme – 'Pradhan Mantri Fasal Bima Yojana' (PMFBY) to provide financial support to farmers at the time of losses due to natural calamities, a yield index-based 'Pradhan Mantri Fasal Bima Yojana' (PMFBY) and weather index based 'Restructured Weather Based Crop Insurance Scheme' (RWBCIS) have been introduced in the country from Kharif 2016 season. It is a demand driven scheme and financial liability on premium subsidy to farmers is shared by the Central and State Government on 50: 50 basis and 90 : 10 in North Eastern States & other Hilly states, with effect from Kharif 2020 season. The scheme is voluntary for the States since inception and for all farmers w.e.f. Kharif 2020.

As a support mechanism to assist the farmers, PMFBY provides for comprehensive risk insurance against crop damage from pre-sowing to post-harvest for crops and area notified by the concerned State Government. The scheme not only safeguards against wide spread yield loss due to non-preventable natural risks/ & extreme climate calamities viz. flood, inundation, landslide, drought, heat waves, hailstorm, cyclone, pests/diseases, natural fire and lightening, storm, typhoon, tempest, hurricane, tornado etc. but also, against farm level yield loss due to localized risks (hailstorm, landslide, inundation, cloud burst and natural fire) and post-harvest losses due to cyclone, cyclonic/unseasonal rain and hailstorm and prevented sowing.

Further, the Scheme has introduced various technological interventions against climate related crop losses like WINDS and YES-TECH. The details of these technological interventions in the Scheme are as under:

- a) WINDS (Weather Information Network & Data System)- is a pioneering initiative of the country to set-up a network of Automatic Weather Stations & Rain Gauges at Taluk/Block and Gram Panchayat level, respectively, to create a strong database of hyper-local weather data for the different Govt. and other entities to use for all farmer and farming oriented services.
- b) YES-Tech (Yield Estimation based on Technology)- is a technology-based yield estimation mechanism which has been developed after 2 years of rigorous testing and pilot runs across 100 districts of the country. Crop Loss assessment and Yield estimation are assisted by data received from Remote Sensing indices, Weather indices, crop phenological information, soil types etc. using approved technologies/approaches for the benefit of farmers.

The states of Rajasthan and Kerala are implementing WINDS (Weather Information Network & Data System) under which Automatic Weather Stations (AWS) & Automatic Rain Gauges (ARGs) will be set up across the state for generating a weather database.
