

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**LOK SABHA
UNSTARRED QUESTION No. 1539
(TO BE ANSWERED ON 04.03.2016)**

KISAN CHANNEL

1539. SHRI RAVNEET SINGH:

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

- (a) whether the Government has taken note of the Kisan Channel which was launched to create awareness among the farmers and has utterly failed to achieve its objectives;
- (b) if so, the reasons therefor;
- (c) the details of programmes being telecasted by the said channel; and
- (d) whether the Government has made any assessment of the benefits to farmers from this Channel; if so, the details and findings thereof?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND
BROADCASTING**

{COL RAJYAVARDHAN RATHORE (Retd.)}

(a) & (b) No Madam. As per the Broadcast Audience Research Council (BARC) data including rural viewership initiated in October, 2015, the growth in ratings of Kisan Channel of Doordarshan, launched in July, 2015, are satisfactory. However, it is a constant endeavor of Doordarshan to improve upon its programmes by reviewing content and quality from time to time with a view to sustain the interest of the viewers and increase television viewership ratings. Thus, Prasar Bharati has informed that the viewership of DD Kisan has reached 1.68 crores in the week ending 19th Feb. 2016 as per BARC data.

(c) The details of programmes being telecast by Kisan channel are given at **Annexure.**

(d) A channel survey has been commissioned by DD- Kisan Channel to assess the effectiveness of the channel and also to get feedback from the farmers on the programmes telecast by the channel.

ANNEXURE AS REFERRED TO IN REPLY TO PART (c) OF LOK SABHA UNSTARRED QUESTION No. 1539 FOR ANSWER ON 04.03.2016.

Annexure

1. **Jeevan Darshan**, based on devotional songs and short talks on philosophical and cultural issues.
2. **Kisan Samachar** takes daily stock of important news items for farmers. Agro News Desk has been created to prepare live daily news bulletins, which focus on the legislation and other initiatives in Parliament. It covers flagship programs and policies of the Government, besides reporting on Agro-Weather issues and Agricultural market trends,
3. **Mausam Khabar** is a daily update of weather conditions and advisories to the farmers on current crops.
4. **Mandi Khabar** is a daily bulletin on the commodity market based on **NCDEX** (National Commodity & Derivatives Exchange Limited) and other sources.
5. **Hello Kisan** is an interactive live show and deals with current agricultural topics of interest to farmers.
6. **Chhat Par Baghbani** programme deals with terrace gardening and topics of horticulture.
7. **Ghumate-Phirte** is a mobile quiz programme based on questions on agricultural knowledge and topics of special interest.
8. **Choupal Charcha** is a discussion based programme on Government schemes and its effective implementation.
9. **Khet Khaliyan** is an agro research based programme produced with the cooperation of **ICAR** (Indian Council of Agricultural Research), **IARI** (Indian Agricultural Research Institute) and agricultural universities etc.
10. **Baat Rajyon Ki** is a programme which focuses on regional issues and rural development.
11. **Hamara Pashudhan** is a regular programme on animal husbandry.
12. **Lok Rang** is a programme on folk dance and music based on external coverages and studio recordings.

Programmes like Khet Se Bazar Tak, Nayi Dishyan, Pragati Ke Path Par, Maati Ke Laal, Dharti Ki Godh Mein, Vaah Choudhary, Gauri Tera Gaon Bada Pyara, Albele Hanthon Ka Hunnar, Mera Gaon Mera Desh, Kheti Pardesh Ki, Draupadi, Kamyabi Ki Misalen, etc. are information-cum-entertainment programmes meant for empowering and entertaining rural audience.

