

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:1474
ANSWERED ON:27.02.2003
AGRICULTURAL PROGRAMMES ON DOORDARSHAN
MANIBHAI RAMJIBHAI CHAUDHARY

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

- (a) whether there is a constant demand to increase the time of agriculture related programmes on Doordarshan;
- (b) if so, whether the Government have so far taken any decision in this regard;
- (c) if so, the details thereof; and
- (d) if not, the reasons therefor?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): Yes, Sir.

(b) to (d): DD-I channel of Doordarshan regularly telecasts agriculture related programmes, in its fixed chunk titled 'Krishi Darshan'. Prasar Bharati has informed that in addition, all the Regional Kendras have regular telecast chunks for agricultural programmes. Due to various constraints, Doordarshan is not in a position at present to increase the time of agricultural programmes. However, Doordarshan has started narrow casting of programmes, which are predominantly agricultural programmes, from selected Low Power Transmitters covering an area of 15 Kms. around each transmitter in the country, for half an hour every week. Besides this, positive informative programmes of Rural Development covering agriculture are also being shown.