

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

UNSTARRED QUESTION NO:3390
ANSWERED ON:05.02.2004
INTRODUCTION OF KISAN CHANNEL
DR. KIRIT SOMAIYA;RAMSHETH THAKUR

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

- (a) whether the Union Government has started Kisan TV Channel in January, 2004;
- (b) if so, whether the channel remains open for 24 hours in addition to DD-I;
- (c) if so, the details alongwith objectives of this channel : and
- (d) the extent to which it will be beneficial to the agriculturists ?

Answer

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

- (a) The Kisan channel was launched on 21 January, 2004 by the Hon`ble Prime Minister.
- (b) Doordarshan will terrestrially telecast the Kisan Channel programmes for one hour per day only on its transmitters. In addition, one hour programme will be telecast four times daily on IGNOU`s satellite channel. Within next two years, the duration of the programme is envisaged to be increased to two hours to be telecast four times daily.
- (c) The Kisan channel programmes, to be telecast over 988 LPTs and HPTs of Doordarshan in a phased manner, have the objective to deliver area-specific Agricultural development programmes . The programmes on IGNOU Satellite channel would have relevance for farming community throughout the country.
- (d) Since Doordarshan`s transmitters cover around 90% of the country`s population, the Kisan Channel on DD is being set up to educate and inform the vast mass of the agriculturists and provide them with the latest know-how for improving their farming skills and practices, thereby optimizing farm productivity according to local conditions. The programmes on IGNOU Satellite channel would increase awareness/ knowledge of the farming community.