

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:2649  
ANSWERED ON:16.08.2004  
KISAN TV CHANNEL  
Borkatakya Shri Narayan Chandra

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) The total allocation of funds for Kisan TV Channel during 2003-04 and 2004-05;
- (b) The documentaries, telefilms, spots made by Agriculture Ministry and its different wings/bodies as well as its directorate of Farm Extension during the last three years alongwith the money spent thereon, year-wise ;
- (c) The number of films in 16 mm, 35 mm video mode produced in different languages indicating those on subjects relating to North Eastern Regions during the last three years;
- (d) Whether the Government follow 10% allocation for North Eastern States;
- (e) If so, the details of the total amount spent on North Eastern Region also indicating as a percentage of total EEC funds ;
- (f) Whether the Government propose to produce film on Agriculture related subjects for North Eastern Regions ;
- (g) If so, the money likely to be spent thereon; and
- (h) The nodal agency selected to implement IEC activities in North Eastern Region?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI KANTILAL BHURIA)

(a) : Allocation of funds for the Scheme of `Mass Media Support to Agriculture Extension` pertaining to Kisan TV Channel is as follows:

2003-04 Rs. 17.01 crore  
2004-05 Rs. 68.37 crore

(b) : The Directorate of Extension under the Ministry of Agriculture undertakes preparation of documentary films and spots for the education of farmers. During the last three years, 39 documentary films and 4 video spots have been made by them(Annexure-I). The year-wise break- up of expenditure thereon is as follows:

2001-02 Rs.29.23 lakh  
2002-03 Rs.77.68lakli  
2003-04 Rs.69.27 lakh `

(c) : No films in 16 mm and 35 mm were produced during the last three years.  
Video films produced in different languages on subjects related to North Eastern Region are :

1 MonsoonYatra -Assamese  
2 Upland Rice - English

3. Bamboo Drip Irrigation - English, Khasi

4. Agmark Quickies - Manipuri, Assamese

(d) and (e) : Yes Sir. Ministry of Agriculture allocates a lump sum amount of 10% of its budget for North Eastern areas for implementation of various Schemes including schemes on Information, Education and Communication (IEC). The details of the total amount spent in North Eastern Region is given in Annexure-II.

(f): Yes, Sir.

(g): Approx. Rs. 10.00 lakh

(h): The Directorate of Extension, Department of Agriculture & Cooperation, Ministry of Agriculture is the Nodal Agency to implement IEC activities in Agriculture and allied sectors in North Eastern Region.