

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

UNSTARRED QUESTION NO:1194
ANSWERED ON:10.03.2005
FARM/AGRICULTURAL RELATED PROGRAMMES ON RADIO
Bellarmin Shri A.V.

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

- (a) whether the Government proposes to make use of Radio to its maximum potential to broadcast farm/agricultural programmes;
- (b) if so, whether there is any round the clock farm-radio broadcasts at national, regional and local level;
- (c) if so, the details thereof; and
- (d) the other viable propositions to utilize Radio to increase farm output and agricultural production?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a): Prasar Bharati has informed that all 214 AIR Stations broadcast Farm & Home programmes, which are meant for benefit of farmers and others in rural areas. These programmes are designed on the basis of needs identified through systematic surveys.

(b) to (d): Farm and Home broadcasts are special audience programmes. Timings of broadcast are fixed in such a way that the maximum number of farmers may listen to the same. Round the clock broadcasts may not serve any purpose. AIR has further stepped up Agricultural broadcasts with the launch of exclusive Agriculture Channel 'Kishan Vani' from 15th February 2004. Presently Kishan Vani is being broadcast from 96 AIR Stations.