

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

UNSTARRED QUESTION NO:6281

ANSWERED ON:04.05.2010

TV CHANNEL FOR AGRICULTURE PROGRAMME

Adsul Shri Anandrao Vithoba; Dharmshi Shri Babar Gajanan; Yadav Shri Dharmendra

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

- (a) whether the krishi channel started in 2004 has been wind up;
- (b) if so, the details thereof and the reasons therefor;
- (c) whether the Government proposes to restart the channel/set up new Doordarshan (DD) channel/Agricultural channel for disseminating agriculture related programmes/news/happenings;
- (d) if so, the details thereof and the time by which it is likely to be started and if not, the reasons therefor;
- (e) whether the Government also proposes to increase the duration of 'Krishi Darshan' programme from one hour to four hours on DD channel;
- (f) if so, the details thereof, and if not the reasons therefor; and
- (g) the steps taken by the Government to encourage Participation of Non-Governmental Organisations in the 'Krishi Darshan' programme?

**Answer**

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING (SHRI C.M. JATUA)

(a) & (b) : No, Sir. Prasar Bharati have informed that no TV channel was ever launched exclusively for Krishi.

(c) & (d) : No, Sir.

(e) & (f) : No, Sir. Prasar Bharati have informed that the present programme of Krishi Darshan has been improved qualitatively by introducing five minutes Agriculture News Bulletin and three minute Mandi Bhav Bulletin twice in a week on 36 narrowcasting Kendras with over 180 transmitters across the country.

(g) : Prasar Bharati have also informed that the contribution of NGOs towards development of Agricultural sector is being recorded and telecast in Krishi Darshan programmes.