

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

UNSTARRED QUESTION NO:2759
ANSWERED ON:10.08.2010
KRISHI DARSHAN ON DD
Gangaram Shri Awale Jaywant

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

- (a) whether the Government/Prasar Bharati has any proposal to telecast the Krishi Darshan from the Thiruvananthapuram Kendra depicting competition based village level programmes with cash prize in the area of sustainable developmental projects;
- (b) if so, the details and the purpose thereof alongwith the process evolved for funding of each episode/programme; and
- (c) the details of prizes likely to be awarded to the winners?

Answer

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

- (a): Prasar Bharati has informed that the Thiruvananthapuram Kendra had telecast a 300 episode programme funded by the State agency "Clean Kerala Mission" and produced by another State Government agency, the Centre for Development of Imaging Technology (C-DIT) entitled "Green Kerala Express" from 1st March to 27th July 2010.
- (b) Prasar Bharati has informed that the purpose of this programme was to select the best local Self Government Body (Municipality/Panchayat) which has evolved sustainable models in various sectors of development. The funding for each episode was made by State Government Agency 'Clean Kerala Mission' to another State owned agency the C-DIT which produced each episode and submitted it for telecast on Doordarshan with telecast fee.
- (c) Prasar Bharati has also informed that the Best Grama Panchayat was awarded Rupees one crore by Clean Kerala Mission (State Government), the Second best was given Rupees fifty lakhs and the Third Best Grama Panchayat got Rupees twenty five lakhs. The best Municipality got a prize money of Rupees fifty lakhs and the Second Rupees twenty five lakhs. The entire prize money was given by the State Government agencies.