

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:3288
ANSWERED ON:30.11.2010
AGRO-BASED FILMS
Chitthan Shri N.S.V.

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Government proposes to telecast agro-based films; and

(b) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION (PROF. K.V. THOMAS)

(a): Yes, Madam.

(b): Department of Agriculture and Cooperation is already implementing a scheme "Mass Media Support to Agriculture Extension" since 24-02-2005. Under the scheme, existing infrastructure of Doordarshan and All India Radio is being utilized to make the farmers aware about modern technologies and researches related to agriculture and allied areas as well as agro-based films. A 30 minutes programmes is being telecast 6 days a week through National, 5 days a week through 18 Regional Kendras and 180 High Power/Lower Power Transmitters (HPT/LPT) of Doordarshan. A special slot on Doordarshan's National Channel was started on Saturday from 21-05-2005 for telecasting success stories of farmers, innovations and for popularization of change – setting technology and farming practices.