

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:3433  
ANSWERED ON:23.08.2011  
COMMUNICATION SUPPORT FOR AGRICULTURAL EXPANSION  
Naranbhai Shri Kachhadia

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

- (a) whether Agriculture Extension Services, Krishi Vigyan Kendras and Farmers Call Centres disseminate farm related information/knowledge amongst the farmers;
- (b) if so, the details thereof;
- (c) whether the Government is contemplating to use Information Technology services and mass communication to advertise various agricultural schemes in order to achieve higher growth rate;
- (d) if so, the details thereof; and
- (e) the extent to which the agriculture sector is likely to benefit therefrom?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE, FOOD PROCESSING INDUSTRIES AND PARLIAMENTARY AFFAIRS (SHRI HARISH RAWAT)

(a): Yes, Madam.

(b): The Centrally Sponsored Scheme "Support to State Extension Programme for Extension Reforms", popularly known as ATMA Scheme, is under implementation in 603 districts of 28 states & 3 UTs of the country. Under the Scheme, grant-in-aid is released to the State Designated Agency of respective states with an objective to support State Government's efforts of revitalization of the extension system and making available the latest agricultural technologies in different agro-climatic conditions through various extension activities including Farmers Training, Demonstrations, Exposure Visits, Kisan Mela, Mobilization of Farmers Groups and Setting up of Farm Schools.

The Krishi Vigyan Kendras established by Indian Council of Agricultural Research aim at assessment, refinement and demonstration of technologies / products. The activities include on-farm testing to identify the location specificity of agricultural technologies under various farming system, frontline demonstrations to establish the production potentials of improved agricultural technologies on the farmers' fields, and training of farmers and extension personnel to update their knowledge and skills.

The Kisan Call Centre (KCC) initiative aims to provide information to the farming community through toll-free telephone lines (telephone No. 18001801551). Under this Scheme, Call Center facilities have been extended to the farmers in the entire country through 25 call centers (working from 6 AM to 10 PM everyday) located in different States, so that farmers can get the required information in their own languages.

(c): Yes, Madam.

(d): Under the scheme "Mass Media Support to Agriculture Extension", 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. A 30 minute programme is being telecast 5-6 days a week through National, 18 Regional Kendras and 180 High Power/Low Power Transmitters of Doordarshan. Similarly, 96 Rural FM Radio Stations of All India Radio are being utilized to broadcast 30 minutes of programme for farmers 6 days a week.

A "Focused Advertisement campaign" was launched in 2010-11 to create awareness about the assistance available under various schemes. The campaign is being implemented through electronic media by way of telecasting / broadcasting short advertisements during popular entertainment /news programmes through Doordarshan and private channels operating at National and Regional level. In addition to this, advertisements are being released through Print Media to create awareness among farmers.

The Government has also taken the initiative to launch Community Radio Stations (CRS) which is making a major contribution to agricultural extension by disseminating information and knowledge, produced locally and having relevance for a specific area.

The Government is providing support to State Agriculture Universities (SAUs)/ Indian Council of Agricultural Research (ICAR) Institutions for organizing regional exhibitions for transfer of technologies as well as information about the various schemes of the

Government. In addition to the Regional Fairs, various agencies and departments of the Government are also participating in different ad-hoc exhibitions/ fairs. Regular participation in the India International Trade Fair (IITF) is also taking place.

Department of Agriculture and Co-operation has developed a large number of portals, applications and websites covering both the headquarters and its field offices/directorates for dissemination of information using Information Technology. These initiatives will be integrated and up-scaled under National e-Governance Plan - Agriculture (approved for 7 States in Phase-1), so that farmers may be able to make proper and timely use of the services and information to be available under National e-Governance Plan - Agriculture. Services and information are intended to be provided to farmers through various channels including Common Service Centres, Internet Kiosks and SMSs.

(e): Information is being disseminated to the farmers with focus on prosperity of the farmers and food security of the nation. Adoption of appropriate technologies by farmers is a continuous process involving creation of interest, generation of awareness, dissemination of detailed information, trial by farmers and finally wide-spread use, leading to increase in productivity/ income.