

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1607
ANSWERED ON:09.08.2011
AGRICULTURAL AWARENESS PROGRAMMES
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Will the Minister of AGRICULTURE be pleased to state:

- (a) whether there is any schemes/ programmes to create awareness, motivate and equip the small and medium farmers, those main stay is agriculture, with the latest agricultural technologies;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government to disseminate the said programmes at the district level in the country, State-wise including Uttar Pradesh?

Answer

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

(a): Yes, Madam.

(b): A Centrally Sponsored Scheme "Support to State Extension Programme for Extension Reforms" and popularly known as ATMA Scheme is under implementation in 603 districts of 28 states & 3 UTs. Latest agricultural technologies in different agro-climatic conditions are disseminated to farmers through extension activities viz. Farmers Training, Demonstrations, Exposure Visits, Kisan Mela, Mobilization of Farmers' Groups and Farm Schools. The Scheme provides for covering at least 50% of the beneficiaries representing small and marginal farmers categories

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 programmes/news 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 Ministry has also taken the initiative to launch Community Radio Stations

(CRS) which would make a major contribution to agricultural extension by utilizing reach of radio transmitter and disseminating information and knowledge, produced locally and having relevance for a specific area.

Farmers are given training on operation and maintenance of farm equipment at four Farm Machinery Training and Testing Institutes (FMTTI). Training and demonstrations in respect to farm machinery and equipment are also conducted at field level.

Small and medium farmers are also equipped with the latest agricultural technologies through schemes like Kisan Call centres, National Horticulture Mission, National Food Security Mission, Seed Village Programme, etc.

(c): All the Schemes listed in part (b) above are applicable in Uttar Pradesh as well. The Scheme " Support to State Extension Programme for Extension Reforms" promotes decentralized farmer-driven and farmer accountable extension system through an institutional arrangement for technology dissemination in the form of Agricultural Technology Management Agency (ATMA) at District Level. There are 72 ATMAs in Uttar Pradesh.

With the availability of Narrowcasting Facilities in Doordarshan Centers, it is possible to provide extension services that meet the needs of that particular agro climatic zone.