

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:157
ANSWERED ON:13.03.2012
ADVERTISEMENTS ON AGRICULTURE SCHEMES
Premajibhai Dr. Solanki Kiritbhai

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether an advertisement campaign is in place to spread awareness amongst farmers on the various programmes and schemes of the Ministry;
- (b) if so, the details thereof; and
- (c) the total expenditure spent by the Government on these advertisements?

Answer

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

(a): Yes, Madam.

(b): A Focused Advertisement Campaign was launched on July 5, 2010. The campaign was launched through print as well as electronic media to create awareness about the assistance available under various schemes of the Department of Agriculture & Cooperation. These advertisements were released through national as well as regional newspapers. The audio-video spots are being broadcast/telecast through AIR, Doordarshan and Private Channels operating at National & Regional Level. The details of advertisements through print as well as electronic media are given at (Annexure - I).

A campaign has also been launched to disseminate information on AGMARK certified products for the benefit of the producers and consumers.

A Flyer giving theme-wise information about the assistance available under various schemes of the Department of Agriculture & Cooperation has also been printed

(c): The total expenditure on the advertisement campaign during the year 2010-11 was Rs.90.34 crores. During the year 2011-12, the expenditure on the campaign till January 2012 is Rs.67.17 crores.