

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

UNSTARRED QUESTION NO:5215
ANSWERED ON:08.05.2012
KRISHI DARSHAN PROGRAMMES ON DD
Aaron Rashid Shri J.M.

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

- (a) whether the farming community has demanded to increase the time slot of 'Krishi Darshan' programme telecast on Doordarshan channels;
- (b) if so, the details thereof and the steps taken thereon;
- (c) whether the farmers has also demanded that Non-Governmental Organisations working for them should be encouraged to make more programmes for 'Krishi Darshan'; and
- (d) if so, the response of the Government thereto?

Answer

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

(a) & (b): Prasar Bharati has informed that no demand for increasing the time slot of Krishi Darshan programme has been received directly from farmer community. However, State Agriculture Advisory Committees, represented by farmers had requested Doordarshan for increasing the duration of the Krishi Darshan programme. Doordarshan has, therefore, changed the time of telecast of Krishi Darshan in Narrowcasting Kendras. Earlier, Krishi Darshan used to be telecast between 6.00 pm and 6.30 pm from 18 Regional Kendras and 36 Narrowcasting Kendras. Now, the telecast is being made from 5.00 pm to 5.30 pm from Narrowcasting Kendras to enable its viewers (including clusters) to view Krishi Darshan on Regional Network also between 6.00 pm and 6.30 pm. This has resulted in viewing one hour programme on agriculture in a day instead of half an hour by viewers of Narrowcasting Kendras.

(c) & (d): Prasar Bharati has also informed that no proposal or demand for production of Krishi Darshan programmes by Non-Governmental Organizations (NGOs) working for the farmers has been received.