

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

STARRED QUESTION NO:554
ANSWERED ON:15.05.2012
AWARENESS PROGRAMME FOR FARMERS
Singh Shri Uday Pratap

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government has recently launched an awareness programme to educate the farmers on sustainable use of ground water resources in rainfed areas of the country;
- (b) if so, the details thereof;
- (c) whether the Government has launched this programme through the print/ electronic media for the farmers;
- (d) if so, the details thereof; and
- (e) the success achieved by the Government in this regard?

Answer

MINISTER OF AGRICULTURE (SHRI SHARAD PAWAR)

(a) to (e): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO. 554 DUE FOR REPLY ON 15TH MAY, 2012.

(a) to (e): Central Ground Water Board (CGWB), Ministry of Water Resources (MoWR) has been conducting mass awareness programmes for promoting rain water harvesting, artificial recharge and water conservation in different parts of the country involving Central/State agencies, Non-Government/Voluntary/ Resident- Welfare Organizations, educational institutions, industries, farmers, individuals etc. Films produced by Central Ground Water Authority on Rain water harvesting, Ground Water Pollution etc., are shown during various mass awareness programmes. Awareness is also created through release of booklets (on strategies for wider dissemination of available information and knowhow at the user level), campaigns organized on Doordarshan, All India Radio and print media on water conservation, release of postage stamp on Water and Meghdoot post card, participation in Festivals, Fairs, Melas, Expos and Tableau during Republic Day Parade, Jalyatra, puppet show, display of hoardings on water conservation / rain water harvesting at prominent public places, transport vehicles etc.

MoWR is implementing Farmers Participatory Action Research Programme (FPARP) throughout the country involving Agricultural Universities, Indian Council of Agricultural Research (ICAR) institutes, International Crop Research Institute for Semi Arid Tropics (ICRISAT) and Water & Land Management Institutes (WALMI) to demonstrate technologies/practices to increase yield and income per drop of water. Technologies namely Micro Irrigation, Rain Water harvesting, Soil moisture conservation, System of Rice Intensification (SRI), Broad-bed & Furrow irrigation, Land leveling, Precision farming, zero tillage / Zero till drill, Multiple use of water have been demonstrated. Besides, new technologies like use of recycled water for irrigation, low cost drips and treadle pump technology for irrigation in shallow water table areas are also demonstrated.

Under Focused Publicity Campaign of Ministry of Agriculture, a video spot titled "Poorvi Bharat Doosri Harit Kranti Ka Agradoot" has been produced to create awareness on harnessing production potential of Eastern India through better rain water management, agriculture practices and ground water development. These video spots are being telecast through Doordarshan & Private Channels at National & Regional Levels. Agriculture related programmes are also broadcast through 180 narrow casting Centres, 18 Regional Centres and 1 National Centre of Doordarshan Kendras and 96 FM Radio Station for 30 minutes, five / six days a week. These programmes cover various aspects of agriculture including judicious use and conservation of water.

Agricultural Technology Management Agency (ATMA) Scheme is under implementation in 603 districts of 28 States & 3 Union Territories, which promotes decentralized farmer-driven and farmer-accountable extension system for technology dissemination.

ICAR has launched a Scheme titled "Scaling up of Water Productivity in Agriculture for Livelihoods through Teaching cum Demonstration, Training of Trainers and Farmers" which is being implemented in 32 centres (27 State Agriculture Universities and 5 ICAR Institutes) across the country since February 2008. Under this scheme, training and awareness on sustainable use of groundwater resources are given to farmers alongwith other aspects of on-farm water management. Krishi Vigyan Kendras (KVKs) also impart training to farmers and extension workers on improved agriculture practices through demonstrations, on-farm trials, skill development, vocational training, interactive discussions etc.

All these efforts have led to overall improvement in ground water use. There is an increase in ground water development in 2009 as compared to 2004, particularly in the areas where scope for ground water development exists. Stage of ground water development has increased from 58% in 2004 to 61% in 2009. During the same period percentage of Blocks / Mandals / Talukas categorized as overexploited, critical and semi critical have reduced from 29% to 26%.

