

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:3850

ANSWERED ON:04.09.2012

AWARENESS CAMPAIGN TO EDUCATE FARMERS

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

- (a) whether the Government has launched an awareness campaign through the electronic and the print media to educate the farmers on the latest scientific methods available to boost agricultural production in the country;
- (b) if so, the details thereof;
- (c) the amount allocated and spent by the Government on this campaign during the last two years; and
- (d) the number of farmers benefited by this awareness campaign during the above period?

**Answer**

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

(a): Yes, Madam.

(b): The Scheme 'Mass Media Support to Agricultural Extension' was launched during the Xth Plan Period to make the farmers aware about appropriate technologies, correct package of practices and relevant information in agriculture and allied areas. Under the Scheme, the existing infrastructure of Doordarshan (DD) and All India Radio (AIR) is being utilized to reach out to the farmers and other stake-holders. A 30 minute 'Krishi Darshan' programme is being transmitted 5-6 days in a week through DD National, 18 Regional Kendras and 180 High Power/Low Power Transmitters of Doordarshan in Hindi, regional languages and local dialects respectively. Similarly, 96 Rural FM Radio Stations of All India Radio are broadcasting 30 minutes of 'Kisan Vani' programme for farmers 6 days a week. Advertisements have also been released in print media about programmes and schemes of the Government in the field of agriculture and allied sectors.

A Focused Publicity Campaign on agriculture related themes was started in July, 2010. The campaign was launched through print as well as electronic media to create awareness about the assistance available under various schemes of the Government in the field of agriculture. A series of advertisements was released through national as well as regional newspapers with progressive farmers in focus, so that other farmers can emulate best extension practices. Audio-video spots are being broadcast/telecast through AIR, DD and Private Channels operating at National & Regional Level.

A Handbook giving theme-wise information about the assistance available under various schemes of the Department of Agriculture & Cooperation has also been printed and the State are now coming up with State-specific vernacular version of this Handbook.

(c): The total allocation as well as expenditure during the year 2010-11 was Rs. 248.98 crores. During the year 2011-12, the same was Rs. 246.88 crores.

(d): The campaign is being implemented through country wide network of Doordarshan, All India Radio and popular private channels operating at national & regional level. Newspapers with wide circulation and reach in the rural areas are primarily being used for advertisement campaign. Hence, a large number of farmers in the country are being benefitted through this campaign.