

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:3902
ANSWERED ON:04.09.2012
T.V. CHANNEL ON AGRICULTURE
Patel Shri R.K. Singh

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government proposes to launch a TV channel on agriculture for the exclusively interest of farmers;
- (b) if so, the details thereof; and
- (c) the time by which the TV channel is likely to be launched?

Answer

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

(a) to (c): No, Madam. With a view to set-up a 24-hrs dedicated channel on agriculture, the Ministry of Agriculture had outsourced the work to an agency to study the feasibility of launching a 24 hour dedicated TV Channel on Agriculture. The Ministry considered the various options suggested by the agency. It was decided to improve the quality and content of the programmes being telecast at this stage because 24 hour Channel does not appear to be viable on account of technical (bandwidth) constraints as well as issues relating to content creation and viewership that a 24 hour Channel will require. With a view to increase viewership and provide enhanced content to the farmers, the transmission timings of 'Krishi Darshan' programme telecast from 25 out of 27 Narrowcasting Kendras where Regional Kendras are also functioning have been changed, so that the farmers can view the programmes telecast by both Regional and Narrowcasting Kendras.