

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

UNSTARRED QUESTION NO:702
ANSWERED ON:27.11.2012
PROGRAMMES FOR FARMERS
Chavan Shri Harischandra Deoram

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

- (a) whether any agricultural programmes are being telecast through television, radio and satellite services for the benefit of farmers in the country
- (b) if so, the details thereof; and
- (c) if not, the steps taken by the Government in this regard?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

(a) to (c): Prasar Bharati has informed that Doordarshan has been implementing a scheme called the 'Mass Media Support to Agriculture Extension'. Under this scheme programmes are being telecast on DD-National and 18 Regional Kendras through 180 cluster transmitters. The scheme is supported by the Ministry of Agriculture, Government of India.

All India Radio also broadcasts dedicated, daily Farm & Home programmes for the benefit of farmers and rural audience through its 299 stations spread across the country in 23 different languages and 146 regional dialects. These programmes are carried in three slots everyday – morning (5-10 minutes), afternoon (10-20 minutes) and evening (30-60 minutes). Besides above, 96 identified stations of AIR across the country are also broadcasting 30 minutes of focused Kisanvani Programmes for the farmers in local dialects, six days a week, on narrowcasting module, in collaboration with Ministry of Agriculture.