

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

UNSTARRED QUESTION NO:2941

ANSWERED ON:08.12.2009

AGRICULTURE CHANNEL

Devappa Anna Shri Shetti Raju Alias;Sugavanam Shri E.G.

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

- (a) whether the Government proposes to launch an exclusive Agriculture Channel;
- (b) if so, the details thereof;
- (c) whether at present programmes for the benefit of farmers are being telecast from all the Doordarshan Kendras (DDKs) and All India Radio Stations in the country;
- (d) if so, the details thereof, State-wise;
- (e) whether the services of agricultural scientists are being availed while producing such programmes; and
- (f) if so, the details thereof along with the details of agricultural scientists recruited for this purpose?

Answer

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

(a)&(b): Yes, Sir. Ministry of Agriculture has outsourced an agency to prepare a "Detailed Feasibility cum Project Report" for operationalising a 24 hour Channel on Agriculture.

(c): Yes, Sir. Under the Central Sector Scheme of Ministry of Agriculture " Mass Media Support to Agricultural Extension", programmes on agriculture and allied areas for the benefit of farmers are being telecast through National, 18 Regional, 180 High/Low Power Transmitters (HPT/LPT) of Doordarshan and 96 Rural FM Stations of All India Radio. Besides, Doordarshan is telecasting half an hour programmes six days a week from Monday to Saturday through the National Channel and five days a week from Monday to Friday through 18 Regional Channels and 180 HPTs/LPTs. AIR is also broadcasting half an hour programme 6 days a week from Monday to Saturday through 96 Rural FM Stations.

(d): State-wise details of Doordarshan Kendras and AIR FM Stations are given in Annexure.

(e) & (f): Yes, Sir. The services of Agriculture Scientists/Experts/Specialists of Indian Council of Agricultural Research, State Agricultural Universities, Departments of Agriculture and Allied areas are being utilized by Doordarshan Kendras and AIR Stations on a regular basis for the benefit of farming community. However, there is no recruitment of agricultural scientists has taken place for this purpose.