

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

UNSTARRED QUESTION NO:263

ANSWERED ON:09.07.2014

KRISHI CHANNEL

Chavan Shri Harishchandra Deoram;Shetti Shri Raju alias Devappa Anna

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

- (a) whether Doordarshan proposes to launch a 'Krishi' channel devoted exclusively to agriculture and farmers in the country;
- (b) if so, the details thereof including its present status; (
- (c) the time by which the said channel is likely to be launched;
- (d) whether the Government has any proposal to increase dissemination of modern agricultural techniques among farmers; and
- (e) if so, the details thereof and the steps taken by the Government in this regard?

**Answer**

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING, ENVIRONMENT, FOREST AND CLIMATE CHANGE AND MINISTER OF STATE FOR THE MINISTRY OF PARLIAMENTARY AFFAIRS (SHRI PRAKASH JAVADEKAR)

(a) Yes Sir.

(b) & (c) The details are being worked out in consultation with the stake holders. No definite timeframe can be fixed as of now as the start of the channel will depend on availability of resources and manpower after the details have been worked out.

(d) & (e) Krishidarshan programmes of Doordarshan are being telecast under the "Mass Media Support to Agriculture Extension" funded by the Ministry of Agriculture focussing on dissemination of modern agricultural techniques by involving experts from various fields like insurance, banking, credit for farmers, State Government schemes on agriculture/ fisheries/veterinary science/water and soil conservation/social forestry etc. In addition, a programme 'Mera Gaon Connection' telecast at prime time on 'DD National' also introduces modern agricultural techniques to the viewers.