

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:1660  
ANSWERED ON:22.07.2014  
KRISHI MELAS  
Mahto Dr. Banshilal

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

- (a) whether the Government organizes `Krishi Melas` for the benefit of farmers and other beneficiaries;
- (b) if so, the details of such `Krishi Melas` organised along with the success achieved there from;
- (c) the funds allocated/released for the purposes, State/Union Territory-wise; and
- (d) the other steps being taken by the Government to educate the farmers of the country?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (DR. SANJEEV KUMAR BALYAN)

(a) to (d): The Ministry of Agriculture participates and supports exhibitions, fairs and related events like Conferences/Seminars/Workshops, etc. at International National, Regional and State level.

The Ministry of Agriculture participates in India International Trade Fair at Pragati Maidan, New Delhi every year and some ad-hoc exhibitions/fairs in agriculture and allied sectors. Financial assistance for organization of Regional Agriculture Fairs (RAFs) through State Agricultural Universities/Indian Council of Agricultural Research Institutes/Industry Associations is also provided. On the whole, about 10 such exhibitions/fairs of 3-5 days duration are supported in a year. Under the Scheme Support to State Extension Programmes for Extension Reforms, there is a provision for the State Governments to organize and support State and District level fairs (Details are at Annexure - I).

Outcome of these fairs includes provision of information to public and farming community on current policies and programmes of the Government besides dissemination of new & appropriate technologies to boost agricultural productivity and income.

In order to celebrate our farmers' great contribution in nation's economy, a National Fair cum Exhibition, "Krishi Vasant" was organized as a large congregation of farmers and other stake-holders from the entire country. Millions of farmers participated directly and through web-cast. There were hundreds of demonstrations of crops, live- stock & technologies and farmer-scientist interactions in languages of the States.

Farmers' awareness programmes like Kisan Vani & Krishi Darshan are run through All India Radio/Doordarshān & also under "Focused Publicity & Awareness Campaigns" from all public & prominent Private TV channels. In addition to this, various print advertisements for the same purpose are published from time to time for the awareness of farmers. Agricultural Technology Management Agency (ATMA) also has provision for carrying out awareness campaign at local level to create awareness amongst farmers about benefits available under different schemes & programmes and also to spread useful technologies.

For educating the farmers of the country, the Department of Agriculture & Cooperation has created a SMS Portal for Farmers for disseminating information on various agricultural activities, giving topical & seasonal advisories and providing services through SMSs to farmers in their local languages. There are also many other web-portals – particularly Farmers' Portal (Beta Version). Besides this, farmers can also seek crop related advice from Kisan Call Centre on Toll free No. 1800-180-1551. In addition to this, various training programmes are organized to update technical knowhow of the farming community.