

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

UNSTARRED QUESTION NO:2281

ANSWERED ON:05.12.2014

KRISHI CHANNEL

Chaudhary Shri C.R.;Chautala Shri Dushyant;Gavit Dr. Heena Vijaykumar;Karadi Shri Sanganna Amarappa;Patil Shri Vijaysinh Mohite;Satav Shri Rajeev Shankarrao;Singh Shri Bharat;Sule Smt. Supriya Sadanand

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

- (a) whether Government proposes to launch a round-the-clock 'Krishi' channel devoted exclusively to agriculture and farmers in the country;
- (b) if so, the details thereof including its present status along with the number and names of regional languages in which the programme is likely to be available;
- (c) the time by which the said channel is likely to be launched;
- (d) whether the Government has any proposal to run this channel connecting with Agricultural Universities across the country to increase dissemination of modern agricultural techniques among farmers; and
- (e) if so, the details thereof and other steps being taken by the Government for effective functioning of Krishi Channel?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE
(Retd.)

(a)&(b) The Government proposes to launch a 24 hour channel for the farmers and the rural population of India. Prasar Bharati has informed that the channel will be an education-cum-entertainment channel encompassing all facets of life of a farmer. Besides the core agricultural issues, the content of the channel will deal with various social and economic issues concerning rural India. Prasar Bharati (PB) has informed that the channel is proposed as a Hindi channel to begin with. Inputs for the channel with respect to programmes will also be sourced from the Regional Kendras and the programmes would be shared with Regional Kendras.

(c) Prasar Bharati has informed that after completion of all the procedures as per the existing rules & norms, the launch would be effective early next year.

(d) & (e) Prasar Bharati has informed that inputs would be taken from different Agricultural Universities and Institutes to develop a rich content for the channel and the same would be disseminated among the farmers. The following steps are being taken by PB in this regard to effectively operationalise the channel as under:

Preparations are on to produce in-house/outsourced content.

Liaison with relevant Ministries to get inputs for Channel content.

Calculation of budget & expenditure for the Channel.

Crowd sourcing for Channel name, logo, jingles, etc.

Requisite staffing/manning from within DD resources.

Issues of advertisement for requisite professional manpower for the Channel have been accomplished.

Issue of Advertisement for content generation for Channel.

Issue of Advertisement for Channel packaging & Branding along with look and feel, montage, etc. is in process.

Holding of Consultative Meet with various educational institutes for a rich content and to create a "Resource Persons Group" for the Channel has been carried out and would be a continuous process.