

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

**UNSTARRED QUESTION NO.398**  
**(TO BE ANSWERED ON 27.11.2024)**

**PROGRAMMES FOR RURAL PEOPLE IN FOREST AREAS**

**398. SHRI ASHISH DUBEY:**

**Will the minister of information and broadcasting be pleased to state:**

- (a) whether the Government has emphasized on broadcasting more programmes related to rural people living in the forest areas of the country to promote their culture during the last five years;**
- (b) if so, the details thereof; and**
- (c) if not, the reasons therefor and the number of such programmes broadcasted by All India Radio, Jabalpur?**

**ANSWER**

**THE MINISTER OF INFORMATION AND BROADCASTING, MINISTER OF ELECTRONICS AND INFORMATION TECHNOLOGY AND MINISTER OF RAILWAYS**

**(SHRI ASHWINI VAISHNAW)**

**(a) to (c): Prasar Bharati regularly telecasts/broadcasts programmes for creating awareness and promotion of rich culture and heritage of rural/tribal people living in the forest areas of the country through various channels of Doordarshan and Akashvani stations.**

**News Network of Prasar Bharati broadcasts various programs and news stories, showcasing the rich cultural heritage of the country, including that of people living in rural areas and the tribal communities.**

**These include broadcast of documentaries and stories focused on North East and coverage of Janjatiya Gaurav Diwas (annual celebration with stories about tribal leaders and traditional practices) and Tribal Festivals like Hornbill Festival (from Northeast India) etc.**

**Programs like Ek Bharat Shreshtha Bharat include stories relating to India's diverse tribal heritage, providing insights into their dances, handicrafts, and folklore. Local-language news coverage on Prasar Bharati's regional channels/radio stations, ensures broader reach and representation of specific tribal cultures.**

**Akashvani network including Akashvani Jabalpur, broadcasts various programmes on empowerment of women, diffusion of agricultural innovation, rural regeneration with farmers' welfare etc., covering target audience of rural people living in the forest areas of the country.**

**Akashvani Jabalpur is also broadcasting various programmes for rural people on daily basis in "KrishiJagat" from 7.21 pm to 8.00 pm.**

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