

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

UNSTARRED QUESTION NO:2694  
ANSWERED ON:11.12.2006  
PROGRAMMES FOR FARMERS  
Agarwal Shri Dharendra;Yadav Shri Giridhari

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

- (a) whether any programme for farmers is being telecast by Doordarshan and Akashvani currently;
- (b) if so, the details thereof; and
- (c) the efforts being made to ensure that retail prices of agricultural produce is being provided in these telecast?

**Answer**

THE MINISTER OF INFORMATION AND BROADCASTING & PARLIAMENTARY AFFAIRS (SHRI P.R. DASMUNSI)

(a)&(b) : Prasar Bharati have informed that programmes on Agriculture are being telecast over Doordarshan National Channel six days a week from Monday to Saturday at 6.30 a.m. for duration of 30 minutes. In addition, in 18 States, specific agriculture programmes are being telecast for a duration of 30 minutes five days a week from Monday to Friday and over 36 clusters across the country area specific agricultural programmes are being telecast on 'Narrowcast mode'. As regards Akashvani, almost all stations of All India Radio are broadcasting programmes for farmers daily in the morning, noon and evening. The average duration of agriculture based programmes is 60 to 100 minutes per day. An exclusive project titled 'Kisan Vani' has been launched in association with the Ministry of Agriculture.

(c): Prasar Bharati have informed that the prices of agricultural products in different 'Mandis' are being telecast five days a week (Monday to Friday) through "Mandi Bhav Bulletins" on the National Channel of Doordarshan and through 18 Regional Channels covering 18 States and also on narrowcasting clusters in respect of these States. In addition, Minimum Support Price (MSP) of agricultural commodities are also being telecast repeatedly on National Channel and Regional Channels and all narrowcasting clusters. On Akaswani, the retail prices of agricultural produce are being broadcast and they are also included in News bulletins.