

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

UNSTARRED QUESTION NO:904

ANSWERED ON:24.07.2015

DD Kisan Channel

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

- (a) whether DD Kisan channel has been launched recently by the Government;
- (b) if so, the details and salient features thereof;
- (c) the details of expenditure incurred on setting up of the said channel;
- (d) whether the Government has any mechanism to find out viewer base of the said channel; and
- (e) if so, the details thereof along with steps taken/to be taken by the Government to bring awareness and un-interrupted availability of the said channel in the country?

Answer

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

(a) Yes, Madam. "Doordarshan Kisan" a 24x7 information-cum-entertainment Channel of Prasar Bharati was launched by Hon'ble Prime Minister of India on 26.05.2015.

(b) Prasar Bharati has informed that seven hours of fresh programmes are being telecast in a loop on Kisan Channel. Content for the channel is being continuously generated carefully with core agricultural inputs procured from various agricultural institutes such as IARI (Indian Agriculture Research Institute). Help of several agro scientists is also obtained. Inputs are also taken from Ministry of Agriculture, Ministry of Rural Development etc. Further, the programmes under the Self-Finance Commissioning scheme have been evaluated by a team of external experts. Content is also being procured from various Doordarshan Kendras.

(c) Prasar Bharati has informed that an amount of Rs.23.11 crore has been spent in financial year 2014-15 on setting up of the said channel.

(d) & (e) Prasar Bharati has informed that there is no viewership count taken for first six months post launch of a new channel. The innovative 'Kisan Rath' has been flagged off by Hon'ble PM on launch day of the channel which is expected to visit 1000-1200 villages. Besides, cross channel promotion has also been done to popularise this channel.
