

of Information and Broadcasting proposes to setup a National Centre of Excellence in Animation, Gaming and Visual Effects under the Twelfth Plan scheme. Planning Commission has given in-principle approval to the project. The objective of the scheme is to impart quality education and to ensure availability of skilled manpower. The scheme would also ensure increasing ownership of Intellectual Property by Indians in animation/gaming/visual effect sector leading to increased revenues, employment generation, cultural pay-off and a subtle leveraging of India's soft power in the global arena. Stakeholders have been requested to submit revised proposal, based on which Detailed Project Report would be prepared for further action.

#### **Launch of DD Kishan channel**

1864. SHRI LAL SINH VADODIA:

SHRI A.W. RABI BERNARD:

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

(a) whether Prasar Bharati has decided to launch 24 hour DD Kisan channel to promote best farm practices in the country;

(b) if so, the details thereof;

(c) whether the channel will also telecast programmes in regional languages like Tamil, Telugu, Bangla, Malayalam and other languages for the benefit of farmers in these regions; and

(d) if so, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) to (d) Prasar Bharati 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 educational-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.