

Repackaging of Kisan Channel

1099. DR. K. V. P. RAMACHANDRA RAO: Will the MINISTER OF INFORMATION AND BROADCASTING be pleased to state:

- (a) the response to the new Kisan Channel or Prasar Bharati;
- (b) how does this channel fare when compared to the farm and home broadcasts of All India Radio; and
- (c) whether Government considers repackaging the Kisan Channel also as an infotainment channel?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) Prasar Bharati has informed that positive feedback has been received for the new Kisan Channel intended for the farmers and rural population of India. The Channel is useful to uplift them economically, by educating new techniques of farming and innovation in farming sector and providing them with infotainment.

(b) DD Kisan is a 24x7 satellite channel of Doordarshan launched on 26.5.2015. It has been conceived as a Hindi channel in the first phase, with a plan to add regional language programming subsequently. The channel broadcasts information on weather, mandi rates and commodity prices for all over the country, which caters to the requirements of farmers in different states and regions. Region-specific agricultural programmes produced by different DD Kendras in the country are also telecast on DD Kisan and vice-versa programmes of relevance to different regions on DD Kisan are dubbed in respective languages for telecasting through regional kendras of Doordarshan.

The farm and home programmes of All India radio are short-duration programmes put out in regional languages and dialects by different stations of All India Radio and are not comparable to a National Channel.

(c) DD Kisan is already an information-cum-entertainment channel. Besides telecasting programmes on agriculture, horticulture and animal husbandry and rural development, it also shows entertainment based family serials and reality shows.

Use of state of art Technology to Increase Efficiency

1100. DR. V. MAITREYAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether Government has adopted any new strategies using state-of-art technologies to increase the efficiency of various departments under the ministry such as PIB, Directorate of Field Publicity and other such departments;