

has informed that as far as All India Radio (AIR) is concerned, the present AIR FM coverage is about 32.5% of the area and about 45.00% of the total population of the country. After completion of Twelfth Plan schemes, AIR FM plans to cover about 60% population of the country. To supplement efforts of AIR, Government has issued guidelines on 25.07.2011 on "Expansion of FM Radio Broadcasting Services through Private Agencies (phase-III)" to cover cities having population more than 1 lakh and otherwise uncovered by private FM services from adjacent city. 11 cities in Border Areas of J and K and NE States have been included irrespective of population criterion. The auction of first batch of private Radio FM phase III was completed on 09.09.2015.

(b) No Sir. At present, there is no approved scheme for expanding Kodai FM broadcast to cover Ramanathapuram, Sivaganga and Pudukottai districts by installing FM towers. Presently, there is no approved scheme for providing FM broadcast to Tamil areas in North and East Sri Lanka by installing FM transmitters at Sivaganga, Karaikudi and Rameswaram either.

#### **Benefits of Kisan channel**

†2712. SHRI NARESH AGRAWAL: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Kisan Channel launched to create awareness among the farmers has utterly failed to achieve its objectives;

(b) if so, the reasons therefor; and

(c) if not, the names of programmes started in the interest of farmers after the launch of Kisan Channel and their benefits thereof?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) No, Sir.

(b) Does not arise in view of (a) above.

(c) Kisan channel is popularising and creating awareness of the best agricultural practices to farmers through its programmes. The core agricultural programmes on the channel cover topics such as success stories, evolving agricultural techniques, water conservation, organic farming, weather report, Mandi rate etc. Details of in-house programmes telecast on Kisan channel are given in Statement.

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†Original notice of the question was received in Hindi.

**Statement***In-house programme telecast on Kisan channel*

	Programmes	Description
(1)	Kisan Samachar	News related with issues of the farmers of rural India including Mandi Bhav and agro-weather.
(2)	Talks and discussions	Experts from various fields offer solution to problems of farmers and suggest ways for overall improvement of farming and farmers.
(3)	Kisan Prashn Manch	Addressing farmers' queries and quiz programmes and awards to involve farmers.
(4)	Chaupal Charcha	Effective implementation of Government schemes is discussed under this programme.
(5)	Hello Kisan	Farmers can directly speak with experts and get answers.
(6)	Khet Khaliyaan	Provides useful information to farmers, on seeds, soil, vegetable market, weather and food processing etc. This is an infotainment programme (one hour show).
(7)	Ghoomte phirte	A mobile Quiz Show to enhance the knowledge of farmers in relevant spheres (25 Minutes show).
(8)	Vaad Samvaad	An interactive show based on agricultural issues and experts from Ministry of agriculture, Ministers, senior journalists and farmers participate in it (one hour show).

	Programmes	Description
(9)	Vichaar Vimarsh	It provides glimpses of the latest agricultural techniques, Government schemes, new research etc. (one hour show).
(10)	Mandi Khabar	Provide information on rural market scenario as per data provided by National Commodity and Derivatives Exchange Limited (NCDEX) and Agmark net (Half an hour show).
(11)	Mausam	Information about latest weather conditions all over the country with advisories and precautionary measures (Half an hour show).
(12)	Baat Rajyon Ki	Highlighting significant features of different regions in the field of agriculture and rural development.

#### **Discrimination with TVNC/ANCs**

2713. SHRI ALI ANWAR ANSARI: Will the Minister of INFORMATION AND BROADCASTING be pleased to refer to answer to Unstarred Question 2664 given in the Rajya Sabha on 16 December, 2014 and state:

(a) whether Recruitment Rules were ready in March, 1997, and again in February, 2009 and in November, 2009 but gazette notifications were withheld and misleading reply was given;

(b) whether designations of others were changed without promotion, if so, the reasons therefor;

(c) whether change of designations has caused anomalies; and

(d) whether in cases of TVNC/ANCs, only assurances have been given, not benefit, if so, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL. RAJYAVARDHAN SINGH RATHORE): (a) Prasar Bharati has informed that TVNCs/ANCs were initially engaged as Artists on Casual contract basis for