

Educating farmers regarding benefits of technological innovations

1939. SHRI SAMBHAJI CHHATRAPATI: Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state:

(a) whether Government has taken substantial steps to apprise the benefits of technological innovations and research done by various agricultural research institutions in the country to farmers for various crops in the country, if so, the details thereof; and

(b) the role of Kisan Channel of Doordarshan in educating the farmers on necessity of adoption of technological innovations and research in agriculture horticulture and floriculture?

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE (SHRI S. S. AHLUWALIA): (a) Yes, Sir. A number of institutional mechanisms are in place to make farmers aware of the benefits of technological innovations and researches done by the National Agricultural Research System (NARS) comprising Agricultural Universities and Research Institutions in the country. These mechanisms include frontline extension education programmes of the Directorates of Extension of the Agricultural Universities (AUs); Agricultural Technology Information Centers (44); and Krishi Vigyan Kendras (657). Besides, the Department of Agriculture, Cooperation and Farmers Welfare (DAC&FW) has set up Agricultural Technology Management Agencies in 652 districts for strengthening the mechanism for technology dissemination to farmers. In addition, the DAC&FW has developed a number of portals and websites for the benefit of farmers. These portals include (i) Farmers' portal (www.farmer.gov.in); (ii) mKisan (www.mkisan.gov.in); (iii) Crop Insurance Portal (www.agri-insurance.gov.in); and Mobile Apps namely Kisan Suvidha and Agrimarket. Moreover, the farm information is also being provided to farmers by Kisan Call Centers (KCCs) through Toll free Telephone lines (1800-180-1551).

(b) The Kisan Channel of Doordarshan is dedicated to agriculture and related sectors, which disseminates real-time information to farmers for adoption of new farming techniques, good agricultural practices, market rates of different farm commodities, weather advisories etc. In addition, channel is actively playing the role for the benefit of farmers by telecasting various success stories of farmers innovations in agriculture, horticulture, livestock and other allied sectors. The channel also informs about sources and availability of quality seeds, planting materials and other technology inputs. The DAC&FW is also providing support for broadcast of agriculture related programmes for educating farmers through 180 narrow casting centres, 18 regional centres, one National Centre of Doordarshan Kendras and 96 FM Radio Stations.