

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION NO-1304
TO BE ANSWERED ON 12/02/2021

EXPENDITURE ON 'MYTH-BUSTING ON FARM LAWS' PUBLICITY

1304 Shri Syed Nasir Hussain:
Shri Rajmani Patel:

Will the Minister of AGRICULTURE & FARMERS WELFARE be pleased to state:

- (a) the total expenditure incurred on Government's 'Myth-busting on Farm Laws' publicity campaign in the country between September 2020 and January 2021;
- (b) the total expenditure incurred on Government's 'Myth-busting on Farm Laws' publicity campaign overseas between September 2020 and January 2021; and
- (c) the details of all Government departments, agencies, and Indian embassies overseas which were asked to share and publicize the 'Myth-busting on Farm Laws' publicity campaign?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE

(SHRI NARENDRA SINGH TOMAR)

(a): As per the information received from Ministry of Information and Broadcasting, the Bureau of Outreach and Communication (BOC) has committed Rs. 7,25,57,246/- for release of advertisement on issues related to Farm Laws' publicity campaign, in the country between September 2020 and January 2021 on behalf of Ministry of Agriculture and Farmers Welfare.

The print advertisements have been published through BOC in Hindi, English and Regional Language Newspapers for clarifications related to Farm laws including on myth and realities etc for creating awareness among the farmers and other stakeholders.

Department of Agriculture Cooperation and Farmers Welfare has incurred an amount of Rs.67,99,750/- on production of three promotional and two educational films on Farm laws for its wider publicity through electronic media, social media and webinars, among the farmers and other stakeholders.

Besides, miscellaneous expenditure of Rs.1,50,568/- was incurred on development of creatives for print advertisement.

(b) & (c): As per the information received from the Ministry of External Affairs (MEA), the expenditure is Nil on Government's Myth Busting on farm laws publicity campaign overseas.

However, The Missions/Posts, as part of regular diplomatic work shared the latest developments, the Government's considered position and useful information on the farm laws, including Frequently asked question (FAQs) etc. on their social media in their outreach to diaspora.

The related Departments of Government of India have also created awareness through social media platforms on "Farm laws".
