

Central Sector Scheme for 'Mass Media Support to Agriculture Extension'

The Central Sector Scheme 'Mass Media Support to Agriculture Extension' has been launched during the Tenth Plan Period to enable a revamping of the extension services in the country by using electronic media i.e the wide network of Doordarshan and All India Radio for transfer of technology and information to the farmers. The primary objective of the Scheme is to use Television and Radio with their massive penetration



as a vehicle that could be exploited for the purpose of extension. They have the advantage of reaching a wide audience at a very low cost. Under this Scheme, the existing infrastructure of Doordarshan (DD) and All India Radio (AIR) is being utilized to make the farmers aware of modern technologies and researches related to agriculture and allied areas. A 30 minute programme is

being telecast five to six days a week through National, 18 Regional Kendras and 180 High Power/Low Power Transmitters of Doordarshan. Similarly, 96 Rural FM Radio Stations of All India Radio are being utilized to broadcast 30 minutes of programme for farmers 6 days a week. For telecasting success stories, innovations and for popularization of change-setting technology and farming practices through the Saturday slot of Doordarshan's National Channel, DAC is producing films, which would consciously project inter-alia positive aspects of agriculture in India.

Focused Advertisement Campaign The Department of Agriculture & Cooperation, Ministry Of Agriculture has launched a 'Focused Advertisement Campaign' to create awareness of assistances available under various schemes. At the national level this is being implemented by way of short advertisements Audio & Video Spots of 30 – 60 seconds duration. The spots are broadcast/telecast through AIR, DD and private channels operating at the national and regional level during news, serials, and entertainment programmes having maximum viewership.

- [You tube Link for krishidarshan Programmes](#)
- [List of Narrowcasting & Regional Doordarshan Kendras and FM Kisan Vani Stations under the Schemes](#)
- [Print Advertisements/Audio Spots/ Video Spots](#)
- [Portal of krishidarshan Programmes](#)