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PM Narendra Modi being presented with a miniature plough by Minister for Agriculture Radha Mohan Singh at the launch of DD Kisan channel at Vigyan Bhavan in New Delhi on Tuesday  
Alwin Singh | Pioneer

## PM launches DD Kisan for farmers' growth

PNS ■ NEW DELHI

In an attempt to reach out to the farmers in a more effective way, Prime Minister Narendra Modi, on Tuesday, launched a channel to cater to agrarian issues.

While launching the channel — *DD Kisan* — by the national broadcaster *Doordarshan*, the PM said there was a time when agriculture was the most preferred of professions, but over a period of time, its attractiveness had declined. He added that with the right incentives and actions, this trend could be reversed. PM called for making the “Tehsil” the unit of agricultural planning and development.

PM said the *DD Kisan* channel should inform farmers about the changes in weather and trends in global markets so that farmers can plan their crops. He suggested the Kisan channel can highlight the efforts of progressive farmers so that their innovations can be replicated across the country.

The PM called for farmers to adopt a three-pronged approach to agriculture, which balanced farming, animal husbandry and tree plantation. He also talked about re-engaging rural youth with agriculture, which is slowly weaning away.

Minister for Agriculture, Radha Mohan Singh said that it is a golden moment for the farmers as the channel will help in taking new research technologies from “Lab to the Land”.

The 24x7 Kisan channel, must to be aired by DTH and cable operators, will telecast updated information on agriculture and related subject for the benefit of its target audience including cattle rearers, bee keepers, poultry owners, mechanics and craftsmen.

This would include information broadcast on the changing weather condition well in advance, and the low cost measures to protect crops / enhance produce during such conditions. Advice of IMD Scientists and Agricultural Scientists would be broadcast periodically for the farmers so that they may know about the crop diseases, ways to protect crops from various diseases and on how to increase the crop yield.

The channel will give information on newer ways of agricultural practices being followed world over and the R&D in the agri sector across the world. The channel has tie up with IMD, IARI, Agricultural Universities, Krish Vigyan Kendras etc.

THE PM SAID THE *DD KISAN* CHANNEL SHOULD INFORM FARMERS ABOUT THE CHANGES IN WEATHER AND TRENDS IN GLOBAL MARKETS SO THAT THEY CAN PLANT THEIR CROPS. HE SUGGESTED THAT THE KISAN CHANNEL CAN HIGHLIGHT THE EFFORTS OF PROGRESSIVE FARMERS SO THAT THEIR INNOVATIONS CAN BE REPLICATED ACROSS THE COUNTRY