SNO (I)

F.No.29-01/2022-Estt./RTI 95-99 Government of India Ministry of Agriculture & Farmers Welfare Department of Agriculture & Farmers Welfare Directorate of Extension RTI MATTER SPEED POST

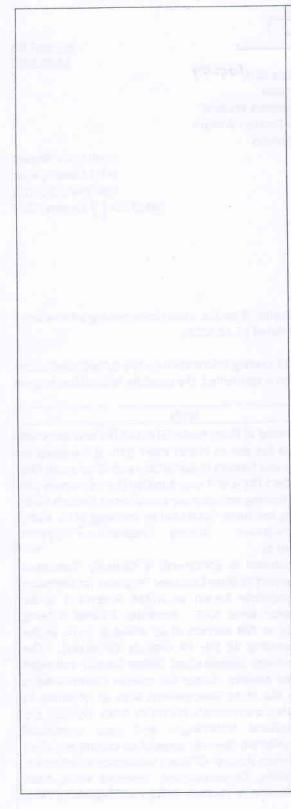
Krishi Vistar Bhavan IASRI Campus, Pusa New Delhi -110 012 Dated the 🎢 January, 2023

To,

Shri Kshitij Joshi Addhoot Foundation, Road No. 06, Mohan Colony, Banswara- 327 001 Email : awdhoot Foundation @gmail.c

Subject: - Supply of information under the RTI Act, 2005 - Application from Ms. Kshitij Joshi seeking information under RTI Act, 2005. (Reg. No. DOEXT/R/T/22/00104 dated 12.12.2022).

I am to refer to your RTI application dated 19.12.2022 seeking information on the subject cited above under the RTI Act, 2005. So far as the Directorate of Extension is concerned, the requisite information is given as under:



Regional Agriculture Fairs (RAFs) to State Agriculture Universities (SAUs) and Indian Council of Agricultural Research (ICAR) institutes. Five (5) Regional Agriculture Fairs @ one in each region, namely, North, South, East, West and North East organized through State Agriculture Universities/ICAR Institutes during a year are supported with a maximum funding of Rs. 15 lakh each. The Ministry of Agriculture and Farmers Welfare also provides financial assistance to other institutions for organization of 05 Seminars/conferences related to Agriculture & allied sector at International/National/State level events.

4) Mass media Support to Agriculture Extension Scheme:

The primary objective of the mass media Support to Agriculture Extension Scheme (MMSAE) since its inception in 2004-2005 is to create awareness/publicity of schemes /missions/ government new initiatives/advisories /modern technologies related to agriculture and allied sector for the welfare of farming community through Electronic & Print Media & later Social Media added to harness the potential & growth in spread of mobiles & internet usage even in the rural areas.

The scheme is being implemented through Doordarshan, DD Kisan and All India Radio to telecast & broadcast the sponsored agriculture and allied sector programmes. Under the scheme, a Krishi Darshan programme of 30 minutes (05 days a week) (5.30 – 6.00 PM) being telecast through 18 Regional Kendras of Doordarshan, 03 programmes namely Krishi Darshan (30 minutes) (5.00 – 6.00 PM), Hello Kisan (60 minutes) (6.00 – 7.00 PM) and Choupal Churcha (30 minutes) (9.00 - 9.30 AM) (05 days a week) on DD Kisan & 30 minutes of programmes namely Kisan Vani (06 days a week) (6.30 – 7.00 PM) through 96 Rural FM Radio Stations of All India Radio are being utilized to Since, September 2018 a new agriculture broadcast. programme "Kisan Ki Baat" was being broadcast on FM gold Channel, Delhi, (3.10 - 3.40 PM), on the lines of Kisan Vani programme.

In addition to above, the 'Focused Publicity & Awareness Campaign' through Audio-Video Spots are also being broadcast/telecast through DD, AIR and Private TV-Radio Channels operating at National & Regional Level for the benefits of the farming community. Besides, publicity & awareness is also carried out through Outdoor Publicity as well as through print advertisements in leading newspapers across the country. In view of growth in spread of mobiles and internet usage even in the rural areas, social media platforms (www.facbook.com/agrigoi), Twitter viz Facebook (www.twitter.com / agrigoi), instagram (instagram / agrigoi) and youtube (www.youtube.com / agrigoi) etc are also utilized for the publicity.

2. It is to mention that the First Appeal, if any, against the reply of CPIO may be made to the First Appellate Authority within 30 days of receipt of this reply. The particulars of the First Appellate Authority are as follows:-

Dr. Shailesh Kumar Mishra, Director (Extn), Directorate of Extension, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Room No. 203, Krishi Vistar Bhavan, IASRI Campus, Pusa, New Delhi-110 012 Ph-011-25843404 and e-mail Id = <u>shaileshk.mishra29@gov.in</u>

> (Deepa Pande) Dy. Director (Admn) & CPIO Ph.011-25846467 e-mail-deepa.pande65@gov.in

Yours faithfully

Copy to:

- 1. Under Secretary (Extension) & CPIO, Department of Agriculture & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Krishi Bhavan, ND for information.
- 2. Section Officer (RTI), Deptt. of Agriculture & Farmers Welfare, Krishi Bhavan, New Delhi.
- 3. Dr. Jagdish Prasad Yadav, Joint Director/ IT Incharge, Krishi Vistar Bhavan, New Delhi with request to upload RTI reply on DOE website <u>www.krishivistar.gov.in</u>. Soft copy is being sent on e-mail.
- 4. Hindi Section for Hindi Version.

13/1/2023

Dy. Director (Admn) & CPIO

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