

**THE DETAILS OF KRISHI DARSHAN PROGRAMME TELECAST IN
DOORDARSHAN KENDRA, THIRUVANANTHAPURAM.**

1.	Commencement of the programme	2 nd May 2005
2.	Total Number of programmes telecast till date	269
3.	Overview	<p>Krishi Darshan, the agriculture programme from Doordarshan Kendra, Thiruvananthapuram is telecast at 6.00 – 6.30 pm, Monday to Friday. It is a special audience programme meant for those engaged in agriculture and allied activities. Since the programme is aimed for the over all development of the farm sector, regular feedback on the programme telecast is a must for media co-ordination and planning.</p> <p>Concerted efforts are taken to ascertain viewer's requirements for programmes and their views on the programmes alongwith its usefulness for them in relation to the crops currently cultivated. Krishidarshan programmes by facilitating technology transfers is becoming an engine of development of the farm sector. Crops seminars arranged at the doorsteps of the farmer brings together the farmer, the agriculture scientist and Doordarshan, the broadcaster. – Shri S.P.Saxena, Senior Director</p>
4.	Programme content analysis	Attached
5.	Audience feed back for the period from September 2005 to January, 2006	
6.	Press clippings and barter	

Programme Content Analysis

Agricultural Topics

Sl. No.	Type of Programme	Number of Programme
1	General Agriculture	5
2	Flower Cultivation	9
3	Organic Farming	12
4	Fruits & Vegetables	19
5	Agricultural Financing	3
6	Coconut	15
7	Areccanut	3
8	Bamboo	1
9	Rubber	4
10	Banana Cultivation	2
11	Spices	7
12	Paddy	13
13	Mixed Farming	8
14	Mushroom	2
15	Pets & Nurseries (including Birds, Dogs, etc.)	12
16	Forestry	2
17	Medicinal Plants	4
18	Tuber Crops	1
19	Seri Culture	1
20	Coco Cultivation	1
21	Betel Leaves	2
22	Water Shed Programme	2
23	Fallow land Cultivation	2
24	Agro Clinic	2

Animal Husbandry Topics

Sl. No.	Type of Programme	Total Number
1	Dairy development	7
2	Cattle farming	18
3	Goat rearing	4
4	Duck Farming	1
5	Poultry	6
6	Quail Farming	3
7	Rabbit	1

General Topics

Sl. No.	Type of Programme	Total Number
1	Agricultural Quiz	8
2	Animal Husbandry Quiz	9
3	Agro Clinic & Plant protection	4
4	Women in Agriculture	4
5	Youth in Agriculture	4
6	Progressive Farmers	9
7	Kudumbasree & Self Employment	5
8	Developmental Activities	8
9	Water management	6
10	Soil Testing & Conservation	4
11	Bio Technology	4
12	Marketing	5
13	Value Addition	1
14	Farm Machinery	3
15	Farm News	5
16	Bee keeping	4
17	Fish Cultivation	1

Audience feedback for the period from September 2005 to January 2006

Districts from	Trivandrum	Kollam	Alappuzha	Kottayam	Pathanamthitta	Ernakulam	Idukki	Thirissur	Kozhikode	Palakkad	Wynad	Malappuram	Kannur	Kazhgod	Outside Kerala	Total
Letters	608	350	341	525	267	548	157	479	359	111	86	98	229	119	25	4,302
Phone calls	253	124	110	210	54	172	24	119	88	41	15	38	64	30	48	1,390
Total enquiry	861	474	451	735	321	720	181	598	447	152	101	136	293	149	73	5,692

