

# Information Services

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## **Government of Jharkhand**

### List Of Departments:

1. Welfare
2. Agriculture and Sugarcane Development

## Department wise information

**Department Name: Welfare**

**Scheme Name:**

**SCHEME OF COACHING & ALLIED FOR SCHEDULED CASTES  
(w.e.f. 2015-16 onwards)**

The scheduled castes coming from deprived families and disadvantaged environment find it difficult to compete with those coming from a socially and economically advantageous background. To promote a more level playing field, and give SC candidates a better chance to succeed in competitive examinations, the Department of Welfare supports a scheme for **coaching and pre examination training** for disadvantaged SC candidates in quality coaching institutions to enable them to appear in competitive examinations and succeed in obtaining an appropriate job in the public/private sector.

**SCHEME OF COACHING & ALLIED FOR SCHEDULED TRIBES  
(w.e.f. 2015-16 onwards')**

The scheduled tribes coming from deprived families and disadvantaged environment find it difficult to compete with those coming from a socially and economically advantageous background. To promote a more level playing field, and give ST candidates a better chance to succeed in competitive examinations, the Department of Welfare supports a scheme for coaching and pre examination training for disadvantaged ST candidates in quality coaching institutions to enable them to appear in competitive examinations and succeed in obtaining an appropriate job in the public/private sector.

## **Department Name: Agriculture and Sugarcane Development**

### **Scheme Name:**

#### **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 Kendra's 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 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 programs having maximum viewership.

- You tube Link for krishidarshan Programs

<https://www.youtube.com/channel/UHQW4m6ey2V5BIHSEGESouQ>

- List of Narrowcasting & Regional Doordarshan Kendra's and FM Kisan Vani Stations under the Schemes

[http://vistar.nic.in/projects/list\\_Narrowcasting\\_regional\\_FNKisanVaniStations.pdf](http://vistar.nic.in/projects/list_Narrowcasting_regional_FNKisanVaniStations.pdf)

- Print Advertisements/Audio Spots/ Video Spots

<http://agricoop.nic.in/media.html>

- Portal of krishidarshan Programs

<http://navkrishi.dacnet.nic.in/>

### **Scheme Name:**

#### **CENTRAL SECTOR SCHEME FOR MARKETING RESEARCH AND INFORMATION NETWORK**

- To establish a nation-wide information network for speedy collection and dissemination of market information and data for its efficient and timely utilization.
- To facilitate collection and dissemination of information related to better price realization by the farmers. This would cover: 5 (a) Market related information such as market fee, market charges, costs, method of sale, payment, weighment, handling, market functionaries, development programe, market laws, dispute settlement mechanism, composition of market committees, income and expenditure, etc. (b) Price-related information such as minimum, maximum and modal prices of varieties and qualities transacted, total arrivals and dispatches with destination, marketing costs and margins, etc.; (c) Infrastructure related information comprising facilities and services available to the farmers with regard to storage and warehousing, cold storage, direct marketing, contract farming, buy-back arrangements, grading, re-handling and repacking etc.; and (d) Promotion related information covering accepted standards and grades, labeling, sanitary and phyto-sanitary requirements, pledge finance, marketing credit and new opportunities available in respect of better marketing;
- To sensitize and orient farmers to respond to new challenges in agricultural marketing by using ICT as a vehicle of extension. iv) To improve efficiency in agricultural marketing through regular training and extension for reaching region-specific farmers in their own language.
- To provide assistance for marketing research to generate marketing information for its dissemination to farmers and other marketing functionaries at grass-root level to create an ambience of good marketing practices in the country.