

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO. 239
TO BE ANSWERED ON 04TH FEBRUARY, 2025

PRADHAN MANTRI KISAN SAMMAN NIDHI SCHEME

239. SHRI ABHISHEK BANERJEE:

Will the Minister of Agriculture and Farmers Welfare कृषि एवं किसान कल्याण मंत्री be pleased to state:

(a) the total budget allocated and spent under the Pradhan Mantri Kisan Samman Nidhi (PMKISAN) scheme since its inception, the details of breakdown of the allocation and expenditure, year-wise;

(b) the details of the fund allocation spent exclusively on advertising and branding, year-wise;

(c) the mechanism in place, if any to assess the effectiveness of advertising campaigns and ensure that they do not divert significant funds from direct benefits to farmers?

ANSWER

THE MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE
कृषि एवं किसान कल्याण राज्य मंत्री (SHRI RAMNATH THAKUR)

(a) to (c): The PM-KISAN scheme is a central sector scheme launched in February 2019 by the Hon'ble Prime Minister to supplement the financial needs of land-holding farmers. Under the scheme, a financial benefit of Rs 6,000/- per year is transferred in three equal instalments, into the Aadhaar seeded bank accounts of farmers through Direct Benefit Transfer (DBT) mode.

A farmer-centric digital infrastructure has ensured the benefits of the scheme reach all the farmers across the country without involvement of any middlemen. Maintaining absolute transparency in registering and verifying beneficiaries, the Government of India has disbursed over Rs 3.46 lakh Cr. in 18 installments since inception.

The Government of India and State Governments undertake several activities for the publicity of PM-KISAN, including print advertisements in newspapers at regular intervals, outreach through social media, programs on DD Kisan, etc. Furthermore, the Ministry also provides administrative expenses to the States/UTs for the implementation of PM-KISAN, including publicity/awareness drives.