

**N-35018/28/2022-CRS  
Government of India  
Ministry of Information and Broadcasting  
Community Radio Stations Cell**

**Room. No. 116, A-Wing  
Shastri Bhawan, New Delhi  
Dated- 31<sup>st</sup> July 2025**

**ADVISORY**

**Subject: Appeal to promote and publicize PM-KISAN scheme.**

PM-KISAN is a central sector scheme, where eligible farmers families receive a financial benefit of Rs 6,000/- per year in three instalments into their bank accounts. An amount exceeding Rs 21,000 crores will be transferred to over 9.8 crore farmers across the country in the 20th instalment at the hands of Hon'ble Prime Minister on 2nd August 2025 from Varanasi, Uttar Pradesh.

2. For wider publicity of the event all Community Radio Stations (CRSs) are hereby requested to publicize the PM-KISAN event through Community Radio Stations by regular broadcast of the Hon'ble Agriculture and Farmers Welfare Minister's message until 10:00 A.M. on 2<sup>nd</sup> August 2025.

3. A brief note for reference and publicity is enclosed. The message of Hon'ble Minister of Agriculture and Farmers Welfare Ministry for the aforesaid event as mentioned on Para (2) above may be accessed at:

URL: <https://www.youtube.com/watch?v=e3Jm53A0dcA>

and the same may be accessed through google drive at

URL: [https://drive.google.com/file/d/1qdhxaTYaJsoU-NYljbfQ\\_4aZUI1SR8MD/view](https://drive.google.com/file/d/1qdhxaTYaJsoU-NYljbfQ_4aZUI1SR8MD/view).

4. Community Radio Stations are also requested to share the links and details of the programmes that were broadcasted on the aforesaid event to the following email: crscell-moib@nic.in.

*31/07/2025*

(Mahendra Kumar Meena)  
Under Secretary to the Government of India

**To  
All operational Community Radio Stations**

## Pradhan Mantri Kisan Samman Nidhi (PM-KISAN)

### **I. Overview of the scheme and its Impact**

- a. The Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) is a central sector scheme launched on 24 February 2019. Today, it is one of the largest DBT schemes in the world. Under the scheme, eligible farmer families receive a financial benefit of Rs 6,000/—per year in three equal instalments every four months directly into their bank accounts.
- b. **Eligibility and Exclusion Criteria**
  - The scheme's objective is to supplement the financial needs of **land-holding farmer families**.
  - Under the scheme, a family consists of husband, wife, and minor children.
  - Certain categories of farmers and those of higher income status are excluded from the scheme.
- c. States verify farmers' eligibility according to inclusion and exclusion criteria
- d. In the last six years, Rs 3.69 lakh crores have been transferred directly to the bank accounts of eligible farmers. An amount exceeding ₹21,000 crores will be transferred to over 9.8 crore farmers across the country in the 20<sup>th</sup> instalment at the hands of Hon'ble Prime Minister on 2<sup>nd</sup> August 2025 from Varanasi, Uttar Pradesh. With the release of the 20th instalment, the total disbursements under the scheme will exceed ₹3.90 lakh crores since the scheme's launch on 24 February 2019.
- e. The scheme's **inclusive nature** is reflected in the fact that more than 85% of small and marginal farmers and at least one out of four beneficiaries are women farmers. Under the scheme, ₹1.75 lakh crore was disbursed during COVID-19 to needy farmers, mostly small and marginal.
- f. The scheme **focuses on vulnerable and marginalised communities**. ₹44,750.91 Cr has been transferred to 1.61 Cr SC farmers, ₹34,802.64 Cr has been transferred to 1.32 Cr ST farmers, of which ₹1,081.15 crore has been transferred to 9.8 lakh FRA patta holder/PVTG farmers. The scheme has also focused on special coverage of 17,000 border village farmers.
- g. A **continuous impact assessment** to improve the scheme further is being conducted by collecting feedback through the Kisan Call Centre and field surveys.
- i. **World Bank** lauds scale, vision, and direct benefit transfer model.



- ii. **IFPRI** (International Food Policy Research Institute, Washington, DC); Funds used for seeds, fertilizers, and equipment to boost productivity.
  - iii. **Kisan Call Centre Survey**: 92% satisfied, 93% used for agri-activities.
  - iv. **Impact Study by IEG-AERCD** (*Institute of Economic Growth, Delhi-Agricultural Economics Research Centre, Delhi*): 90%+ happy with support, registration & overall experience. 79% cite unconditional, zero-cost transfers as key benefit. 60.5% used funds solely for agri-needs; 37.5% for both agri & non-agri use.
  - v. **Concurrent feedback survey by AERC** (Agro-Economic Research Centre, Prayagraj): 92% of farmers expressed satisfaction, with positive ratings for financial assistance (78%), official support (90%), registration (94%), and timelines (93%).
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## II. **Evolution of the scheme: Bringing efficiency and transparency in the implementation of the scheme.**

- a. In the last six years, the scheme has evolved and crossed many milestones due to the reengineering of its benefit delivery processes using modern technologies.
- b. **The scheme started on a trust-based system based on the farmer's self-certification of eligibility and exclusion, and subsequent verification by the State Government.**
- c. Using available digital systems in the country to electronically verify and validate beneficiaries has ensured last-mile delivery and greater efficiency and transparency in the scheme's implementation.
- d. Initially, integration with the **PFMS portal, UIDAI portal, and the Income Tax portal** was ensured.
- e. Land seeding, biometric-based eKYC, and Aadhar-linked bank accounts will continue to be mandatory under the scheme from the 15th instalment period (Aug-Nov 2023).
- f. Since these validations are ongoing processes, the farmers receive the accrued benefits of all the previous instalment periods as and when they complete the mandatory requirements.
- g. **To ensure all the eligible farmers receive the scheme's benefits, the following measures have been taken:**

- i. Campaigns are regularly undertaken with the help of the State Governments to saturate the scheme with all eligible farmers. A major saturation drive was taken up on November 15<sup>th</sup>, 2023, under the Viksit Bharat Sankalp Yatra, with more than 1 Crore farmers added to the scheme. Similarly, 25 lakh farmers were added in the first 100 days of the present Government.
  - ii. A dedicated PM-Kisan Portal with a farmers' corner was developed so that farmers could self-register under the scheme. Further, besides CP GRAMS, a robust grievance redressal system has been created on the PM-KISAN portal, where farmers can lodge their grievances.
  - iii. Onboarding of more than 5 lakh Common Service Centres across the country, and the Indian Post Payments Bank (IPPB) to register and complete all mandatory requirements for the scheme.
  - iv. To address the issue of farmers at the Village level related to the PM Kisan scheme, Village-level Nodal Officers (VNOs) have been designated in all the villages across the country.
  - v. Launched PM-KISAN Mobile App with facial Authentication-based e-KYC feature since June 2023. The App also provides scheme-related facilities for the farmers, such as self-registration, Know Your Status, etc.
  - vi. The Department of Agriculture & Farmers Welfare also launched the first-ever voice-based AI chatbot (Kisan eMitra) for Government Schemes in September 2023 to ensure that beneficiaries receive prompt, clear, and accurate responses to their queries related to eligibility, registration, eKYC updation, payment, etc. The Kisan eMitra, which responds in 11 regional languages, has helped more than 51 lakh farmers resolve their issues. Over 95 lakh queries of 53 lakh farmers have been resolved since its launch. There has been a substantial reduction in complaints on the **CPGRAMS** and **PM-KISAN portals** due to Kisan-eMitra.
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