



## AI Krish and AI Bhoomi

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Recently, **Doordarshan Kisan (DD KISAN)** has become the **first government TV channel** in the country to launch two **AI anchors** named **AI Krish** and **AI Bhoomi**.

- These will act as **information hubs for farmers**, delivering updates on subjects like
  - **Cutting-edge advancements** in agricultural research.
  - **Price fluctuations and trends** in agricultural markets (mandis).
  - **Weather forecasts** that could impact crops.
  - **Details of government schemes** supporting agriculture.
- They can **speak in 50 languages** and **read news 24 hours and 365 days**.
- The initiative aims to **serve the agricultural and rural community**, with a focus on educating and promoting holistic development.
- **DD Kisan** is an Indian **state-owned agriculture television channel**, founded by the **Ministry of Information and Broadcasting**.
- It is the flagship channel of **Doordarshan**, launched on **26<sup>th</sup> May 2015**.
  - It aims to cater to the farming and rural community, **to strengthen the three-dimensional concept of agriculture**, including balanced farming, animal husbandry, and plantation.

**Read more:** [Doordarshan Logo](#), [Broadcasting only through Prasar Bharati](#)

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